JUNE · 1956
A McGRAW-HILL PUBLICATION
PRICE 70 CENTS

# ELECTRICAL WHOLESALING

THE NATIONAL MAGAZINE OF ELECTRICAL WHOLESALE DISTRIBUTION

# FOR MORE SALES, MORE PROFITS...SELL

# APPLETON

INDUSTRY'S MOST ADVANCED LINE

## EXPLOSION-PROOF EQUIPMENT

JUNCTION UNILETS

LIGHTING FIXTURES

RECEPTACLES

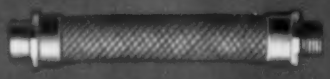
Explosion-proof electrical equipment is more important today than ever before. Manufacturers of material handling equipment are adding explosion-proof switches and connectors to machines to be used in hazardous areas. And, an ever increasing number of industrial plants are almost entirely equipped with explosion-proof electrical equipment. APPLETON's full line of explosion-proof equipment offers you the opportunity to capture your share of this new and lucrative market. You need never miss a sale, because APPLETON is...

**TODAY, MORE THAN EVER...**

*The Standard for Better Wiring*

SWITCHES

LINE STARTER UNILETS



FLEXIBLE COUPLINGS

EXPANSION UNIONS

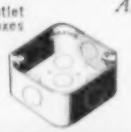
CIRCUIT BREAKER UNILETS

*Sold Exclusively Through Selected Wholesalers*

APPLETON ELECTRIC PRODUCTS ®

*Also Manufacturers of*

Industrial Lighting



Outlet Boxes

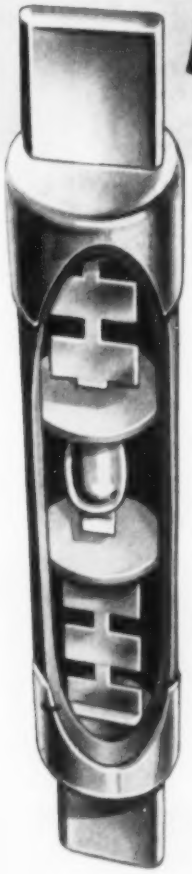
"ST" Series Connectors

Malleable Iron Unilets & Covers

Automatic Reelites

**APPLETON ELECTRIC COMPANY** 1734 Wellington Avenue • Chicago 13, Illinois

...and here's how you can act on it



## Install ECON® Dual-Element Cartridge Fuses

Workers and management both lose when harmless overloads cause needless fuse blows, resulting in "down time" and lost production. Econ Dual-Element Cartridge Fuses on motor and branch circuits offer *Double* protection: "timed" protection against overloads . . . and instantaneous action on shorts. *Only ECON Fuses have Econ-Alloy Thermo Element that gives the fullest protection against fuse failures.*

**Sold through wholesalers since 1911**

***Electrical Wholesalers***

A good suggestion for you is to be ready with a complete stock of ECON and other Economy Fuses to meet the demand created by advertisements like this in Electrical and Industrial publications.

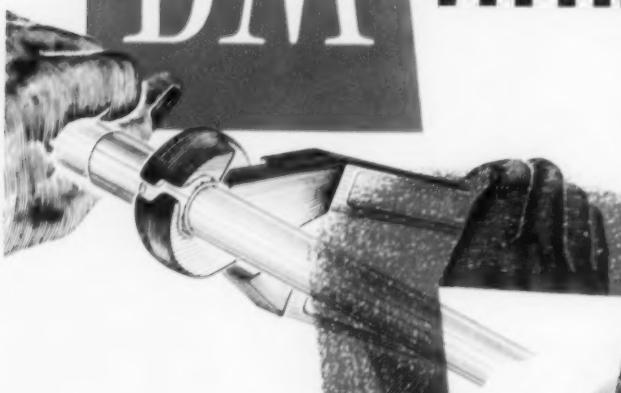
**Please drop in to visit with us**
**Conference Booth**
**616**
**NAED June 10th-14th**
**Atlantic City**

**ECONOMY fuses for every purpose**

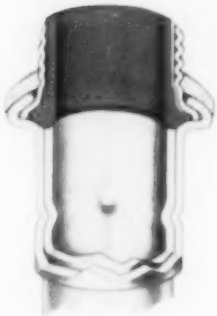
**ECONOMY FUSE & MFG. CO., 2717 Greenview Ave., Chicago 14, Ill.**

# B-M INDENTER TYPE FITTINGS

## FOR E.M.T.
## Concrete-tight



**Red Throat**
Insulated Connector



**Red Throat**
Cross section

Briegel, the Original Indenter Fittings are neater in appearance, easier and faster to use. Installation is simple and less expensive. Two quick squeezes sets them forever. Try B-M Indenter Fittings and get more profits from each job.

All B-M Indenter Fittings are U.L. Approved as concrete-tight and for general use (File Card E10863). Also comply With Federal Specifications W-F-406.

**BRIEGEL** METHOD TOOL CO.
GALVA • ILLINOIS

*Warehouse Stocks in Principal Cities for Immediate Delivery!*

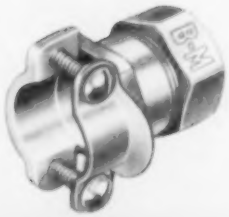
B-M COMPRESSION TYPE FITTINGS
FOR E.M.T. Rain-tight

SIZES FROM ½" to 2"

SIZES FROM ½" to 2"

SIZES ½" ¾" 1"

SIZES ½" ¾" 1" 1¼"



SIZE ½"

BRIEGEL METHOD TOOL CO.
GALVA • ILLINOIS

# LETTERS TO THE EDITOR

**EW welcomes expressions of opinion from readers. Address all correspondence to: The Editor, ELECTRICAL WHOLESALING, 330 W. 42nd St., New York 36, N. Y.**

## "Very Important Question"

Dear Sir:

I note in the April issue of ELECTRICAL WHOLESALING on page 61 that you have a footnote entitled "Coming Next" which reads as follows:

"Should a new outside salesman load up with literature and catalogs or just travel light?"

This is certainly a very important question. I wish the manufacturers of electrical supplies could give some good reasons why they try to load the distributor salesman with large thick catalogs, when they know that it is a physical impossibility for any salesman to carry all of these catalogs.

Why they do not publish a condensed, simplified catalog for the electrical distributor salesman and help him sell their products, I don't know. However, I do think that if your magazine would take it upon itself to wage a campaign to have manufacturers realize the fact that a distributor salesman cannot carry all catalogs and get manufacturers to try and furnish workable catalogs, you will have earned the gratitude of all electrical salesmen.

It seems that it is a disgrace for the electrical manufacturer to continue furnishing distributor salesmen with catalogs so that it is necessary that he drive a truck in order to carry them.

H. D. RODEN
PRESIDENT
RODEN ELECTRICAL SUPPLY CO.
KNOXVILLE, TENN.

• *EW's exploration into this "weighty" problem—"Travel Heavy Or Travel Light?"—appears on page 68 of this issue. We know reader Doug Roden is close to this question (chairman of catalog committee, NAED) and we thank him for his views on this growing and controversial problem among distributor's salesmen.*

## Our Inventory's Low

Dear Sir:

In the April edition of the ELECTRICAL WHOLESALING, you have listed 36 selling ideas listed from previous issues.

. . . May I have the tear sheets for each one, from 1 to 36?

JOE V. NOVAK
OFFICE SALESMAN
GRAYBAR ELECTRIC CO., INC.
CLEVELAND, OHIO

Dear Sir:

. . . Please send one set of tear sheets on your article "36 Selling Ideas You Can Use."

ROBERT H. LUND
SALES MANAGER
KURFISS ELECTRIC SUPPLY CO.
HAMILTON, OHIO

Dear Sir:

On page 84 of your April issue of ELECTRICAL WHOLESALING you state that if we have mislaid our previous issues, please write for tear sheets on "36 Selling Ideas You Can Use."

We would be very grateful if you could send us a tear sheet from each of these previous issues and also advise us if we might buy additional tear sheets.

K. D. KENNEDY
ELECTRIC SUPPLY CO. OF WILSON, INC.
WILSON, N. C.

• *Sorry, but we goofed. In making this offer to send tearsheets to those who mislaid their issues, we didn't anticipate the deluge of demand that has poured in. We've answered as many requests as possible, but the supply is gone. If the response continues, EW may make up a package reprint for sale at a later date.*

## Not So Merrie Business

• *Last month, we published a short note from H. F. Wickham, Editor, The Electrical Wholesaler, London. It concerned the effect of manufacturers' local warehouses on British electrical distributors' operations. We asked editor Wickham for additional details, and here they are:*

Dear Sir:

The warning to wholesalers of the possible dangers of manufacturers' local depots, in the articles that appeared in your November 1955 issue, (Plenty of Fun — And Powerful Words, p. 84) is relevant to this country, as well as the U. S.

The tendency for manufacturers to open depots up and down the country (as, in your case, from coast-to-coast) is being viewed with some concern by our well-established, farsighted electrical wholesalers.

The intention of the manufacturers is good, for they wish to give better service to their wholesale customers. It is also true to say that these local

Continued on page 120

SQUARE D COMPANY
ELECTRICAL EQUIPMENT
TRINITY 2-0400 6060 RIVARD STREET, DETROIT 11, MICHIGAN

June, 1956

# memo
## TO OUR DISTRIBUTORS

While on a field trip a few weeks ago, a distributor showed me a magazine article which made a lot of sense. I thought I'd pass it on to the rest of our distributor partners.

The article in question discussed the "One-Price Policy" which is so important in our economy. It pointed out that not too long ago a chaotic pricing system was in effect. Prices were established by prolonged haggling and bargaining. The slogan of the day was, "Let The Buyer Beware."

Then somebody made a keen observation which led to an equally keen idea. He saw that his sales people spent more time price-haggling than selling. Prices and profits were all over the map. The idea was to put fair prices on all his products, publicize them and maintain them. It paid off. Customers preferred to pay a fair price and eliminate hours of bitter bargaining. Soon other merchants adopted the same plan and products were sold on merit and value.

Although that "One-Price Policy" was conceived and successfully applied over 50 years ago, some distributors still haven't accepted the idea. They still think that a sharp pencil is a good substitute for a good product and adequate service. It's this kind of thinking that has brought grief and not a few brickbats to our industry.

In our opinion, the maintenance of something equivalent to a "One-Price Policy" is essential to the complete success of our partnership. Your National Association of Electrical Distributors convention in Atlantic City this month will give us a chance to dig deeper into the subject. Drop in (Booth 219-220) and let's talk it over.

Yours very truly,
SQUARE D COMPANY

Bill Moriarty

W. J. Moriarty
Distributor Relations Specialist

WJM:mbw

ELECTRICAL WHOLESALING

THE NATIONAL MAGAZINE OF ELECTRICAL WHOLESALE DISTRIBUTION

GEORGE GANZENMULLER, *Editor*

GEORGE D. FARLEY, *Managing Editor*
DURWARD HUMES, *Associate Editor*
ROBERT S. BUSH, *Assistant Editor*
THOMAS M. CASSIDY, *News Editor*
R. COLLURA, *Assistant Editor (Production)*
HOWARD J. EMERSON, *Pacific Coast Editor*
L. E. DEVENDORF, *Art Director*
G. B. BRYANT, Jr., *Mgr., Washington Bureau*
D. M. KEEZER, *Director, Economics Department*
J. F. McPARTLAND, *Technical Consultant*

•

C. B. SHAW, *Advertising Sales Manager*

*District Managers*
A. B. CONKLIN, *New York*
S. A. JONES, *New York*
CHARLES F. MINOR, Jr., *Chicago*
R. R. REAM, *Chicago*
R. A. HUBLEY, *Cleveland*
EDWARD P. GARDNER, *Philadelphia*
JOHN W. OTTERSON, *San Francisco*
KNOX BOURNE, *Los Angeles*
W. D. LANIER, *Atlanta, Ga.*
GORDON L. JONES, JR., *Dallas, Texas*

W. W. GAREY, *Publisher*

•

ELECTRICAL WHOLESALING
(with Wholesaler's Salesman)

JUNE 1956 VOL. 37, NO. 6

Published monthly by McGraw-Hill Publishing Company, Inc., James H. McGraw (1860-1948), Founder. Executive, Editorial and Advertising Offices: McGraw-Hill Building, 330 West 42nd St., New York 36, N. Y.

**Publication Office, 1309 Noble Street, Philadelphia 23, Pa.** Donald C. McGraw, President; Paul Montgomery, Executive Vice-President; Joseph A. Gerardi, Executive Vice-President and Treasurer; John J. Cooke, Secretary; Nelson Bond, Executive Vice-President, Publications Division; Ralph B. Smith, Vice-President and Editorial Director; Joseph H. Allen, Vice-President and Director of Advertising Sales; J. E. Blackburn, Jr., Vice-President and Director of Circulation.

SUBSCRIPTIONS: Address correspondence to Electrical Wholesaling — Subscription Service, 330 West 42nd St., New York 36, N. Y. Allow at least ten days for change of address.

Subscriptions are solicited only from persons engaged in wholesale distribution of electrical equipment, supplies and appliances. Position and company connection must be indicated on subscription orders.

Single copies, 35c.; 70c. a copy for special issues. Subscription rate — United States and possessions and Canada — $3.00 for one year; $4.00 for two years; $5.00 for three years. Other Western Hemisphere and Philippines—$10.00 for one year; $16.00 for two years; $20.00 for three years. All other countries—$15.00 for one year; $25.00 for two years; $30.00 for three years. Entered as second class matter May 3, 1951 at the Post Office at Philadelphia, Pennsylvania, under the act of March 3, 1879. Cable address: "McGraw Hill New York." Printed in U.S.A. Copyright by McGraw-Hill Publishing Company, Inc. 1956—All rights reserved.

# JUNE, 1956

***Print Order This Issue: 12,401***

**What It Takes To Make a Sale** . . . . . George D. Farley 60

FINDING THE LEAD . . . . . 62
MAKING CONTACT . . . . . 63
CREATING INTEREST . . . . . 62
CLINCHING THE SALE . . . . . 65
FOLLOWING THROUGH . . . . . 66

An eight-page analysis of a distributor salesman's key role in making a sale.

**Travel Heavy or Travel Light?** . . . . . Winston N. Coburn 68
Second installment in a new series on the ABC's of selling.

**Spotlighting Your Markets** . . . . . 70
Brings you up to date on what you can sell to: The Chemical Market

**'We'll Bet on the Lighting Specialist'** . . . . . Durward Humes 72
Birmingham's Wells Electric believes he's vital to profitable, big sales.

**The Salesman's Technical Notes** . W. J. Novak, J. F. McPartland 76
The subject this month: Wires and Cables—IV

**He Put His Policy Down on Paper** . . . . . 78
That's the open "secret" behind distributor Herb Benfield's growing success.

**An Editorial** . . . . . 81
"Are We Losing the Race With Russia?"

**Counter Selling From A to Z** . . . . . Robert S. Bush 89

SCOPE OF COUNTER SELLING . . . . . 90
QUALIFICATIONS FOR COUNTER SELLING . . . . . 92
HIRING AND TRAINING COUNTERMEN . . . . . 96
FORWARD LOOKING IDEAS . . . . . 98
SOME PROBLEMS OF COUNTER SELLING . . . . . 100

A twelve-page special report on counter selling as it stands today.

**NAED Convention Program** . . . . . 134
What's happening and who's speaking at the 48th annual convention.

## DEPARTMENTS

**Letters to the Editor** . . . . . 3
**New Products** . . . . . 7
**Top of the News** . . . . . 13
**Times and Trends** . . . . . 59
**News for the Industry** . . . . . 117
**Chuckle of the Month** . . . . . 118
**What's Happening in Washington** 122
**What's New With Your Customers** 125
**Business Index** . . . . . 146
**Price Index** . . . . . 154
**Calendar of Events** . . . . . 172
**Holiday Calendar** . . . . . 174

***NEXT MONTH: Selling the Air Force—Locally***

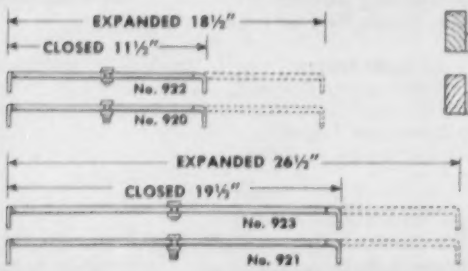
Member ABC and ABP

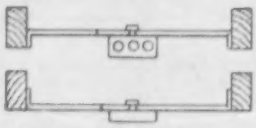
# NOW! RACO OFFERS

## the first adjustable bars that *fill every requirement... pass every test!*

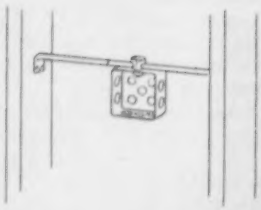
ONLY 4 BARS ENABLE YOU
TO INSTALL ANY DEPTH BOX
WHEREVER YOU WANT IT
REGARDLESS OF STUDDING SIZE OR SPACING

STOCK JUST 4 BARS
INSTEAD OF 16

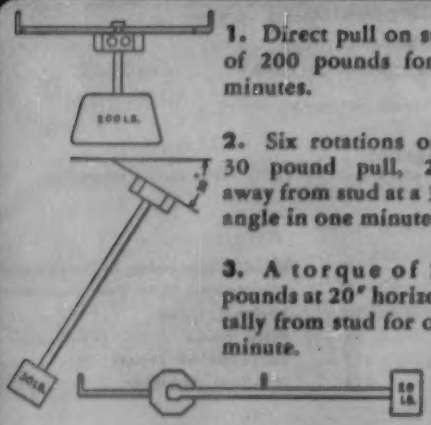


only four bars provide complete adjustment



**NORMAL SAFETY PRECAUTIONS REQUIRE THAT A BAR MUST WITHSTAND THESE TESTS**

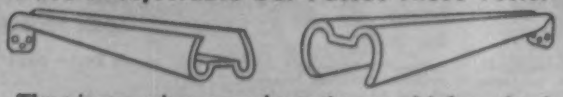



**1.** Direct pull on stud of 200 pounds for 5 minutes.

**2.** Six rotations of a 30 pound pull, 20" away from stud at a 30° angle in one minute.

**3.** A torque of 20 pounds at 20" horizontally from stud for one minute.

***Raco's Adjustable Bar Passes These Tests!***



There is strength to spare due to these special formations!

***Use Raco's New Clip or Popular Stud!***

The new Raco Clip uses a strong new saddle of 13 gauge steel, formed steel clip and short, strong No. ¼-20 round head screw.

Popular Raco Stud uses the same saddle, a formed 13 gauge steel stud with six full, deep No. 20 threads and a stout No. ¼-20 screw.

Raco Clip provides ample room for device and added wiring space in any type box.

**WRITE TODAY** • ***get complete information on Raco Bar Hangers***

**YOU CAN ALWAYS DEPEND ON RACO**

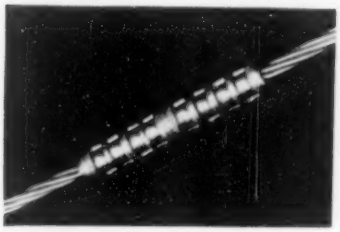
RACO

**ALL-STEEL EQUIPMENT INC.** Aurora • Illinois

## Tape

**Quaker Rubber div., H. K. Porter Co., Inc., Philadelphia, Pa.**

Line of vinyl electrical tapes, trade named "Porter," can be obtained in both 8 and 10 mil thickness and in all popular sizes. The manufacturer recommends it for use where tape is subjected to water, acids, alkalis or corrosion. The tape is tested to 10,000 dielectric volts and is said to require less wrapping than friction and rubber tapes.



## Splices

**Burndy Engineering Co., Inc., Norwalk, Conn.**

Full-tension, one-piece "Hysplices" are for all sizes of the all-aluminum alloy conductor (AAAC) recently placed on the market. Standard Burndy tooling is used for the new line. Construction is of heavy-wall aluminum tubing. All splices have knurled guide marks for exact crimping, index number for rapid tooling, identification, and are factory capped and filled with "Penetrox," an oxide preventative and corrosion inhibitor compound.

## Cable Identification

**General Cable Corporation, New York, N. Y.**

Manufacturer is now prepared to furnish an improved method of color coding the individual rubber insulated, neoprene jacketed conductors of multiple conductor power and control cables. The new process consists of the application of brightly colored synthetic rubber base coatings (supplemented where necessary by colored stripes) to the surface of the black neoprene jacketed conductors. This method of conductor identification complies with IPCEA Standard S-19-81, method 1.

## Meter Socket

**Square D Co., Detroit, Mich.**

Recent developments in watthour meters allow accurate metering on services up to 200 amperes with current passing directly through the meter. This eliminates the cost of meter transformers and their cabinet. The manufacturer has designed a type "S" socket specifically for this new application. It has a 200 ampere continuous rating without overheating and is available with full rated circuit closers. Lay-in type lugs accept up to 300 mcm wire. Current carrying jaws are silver plated and spring loaded, eliminating the need for clamping or bolting the jaws closed. This jaw construction is identical to that used in the manufacturer's heavy-duty industrial switches. The meter is said to fill a gap for the larger home and small commercial building.

## Light Switch

**Slater Electric & Manufacturing Co., Woodside, L. I., N. Y.**

Mechanical switch provides noiseless operation for incandescent and fluorescent lights. The line is rated 15 amperes, 120 volts, ac only; 15 amperes, 277 volts, ac only, and 20 amperes, 120 volts, ac only; 20 amperes, 277 volts, ac only. The switches can be mounted in any position. Available with "Speed Wire" (rear wiring) with patented "Side Release" or with screw terminals. Choice of three-wire system or built-in shunt, single pole, double pole, three-way and four-way. Known as the 600 series of quiet switches the line takes no. 12 or no. 14 wire.

## Outlet

**Pass & Seymour, Inc., Syracuse, N. Y.**

Weatherproof duplex outlet is complete with its own mounting box. Cover and plate gaskets as well as a rubber grommet are furnished with the device as a weather seal. Positive latching aluminum alloy caps seal the unit entirely when it is not in use. The box itself is of cast aluminum. A provision is made in the box for a third wire ground wherever it is necessary. The unit is rated at 15 amperes, 125 volts. It is necessary to drill only one hole to install this weatherproof outlet.

## Industrial Fixtures

**The Miller Co., Meriden, Conn.**

Two heavy duty industrial fluorescent fixtures are designed to meet the 1956 RLM specifications. The "Imperial, IN-200" series provides approximately 25 per cent upward light, 30° shielding crosswise and is designed to meet the RLM specification SD-1 for semi-direct lighting. The "Crown, IN-100" series provides approximately 10 per cent upward light and is designed to meet the requirements of specification D-1, D-2 and D-3 for direct lighting. Illustration shows "Imperial" model.

## Motor

**Howard Industries, Inc., Racine, Wis.**

Induction motor, model 2900, is rated $\frac{1}{100}$ to $\frac{1}{15}$ hp. The new motor incorporates an improved lamination and is a 24 slot lamination versus a 16 slot lamination in the previous model. Some advantages are: (1) with the same watts imput there is more power output, for a given weight and space more power is available; (2) because of the cooler running motor, there are all the attendant advantages of lower heat rise.

## Outdoor Lights

**Moe Light div., Thomas Industries, Inc., Louisville, Ky.**

Garden lights come in various contemporary designs. All are rustproof, aluminum construction, completely weather-proofed. They have cord and plug sets with duplex receptacles permitting the lights to be connected in series, eliminating the need for extra house outlets. Also included in the new line is an adjustable flood or spot lamp holder for mounting on flat surfaces or on 3¼-in or 4-in outlet boxes and a swivel-mounted cone-shaped accent light.

## Pliers

**Mathias Klein & Sons, Chicago, Ill.**

Improved spring plier utilizes a coil spring just below the hinge. This spring keeps the pliers open at all times. It is said to have the advantage of being practically indestructible and is guaranteed for the life of the pliers. Because of its position, it leaves the inside of the handle area free from any obstruction.

good grounds
for satisfaction

...and sales

# WEAVER

## CAST BRONZE GROUND CLAMPS

Satisfaction for your customers . . . *sales for YOU!* Here's why:

**ALL BRONZE**—won't rust or corrode. Safe grounds on copper tubing or galvanized pipe. *(Cadmium plated at no extra cost where code requires plating.)*

**SWINGING TOP**—cuts installation time. Extra metal at pressure points assures maximum strength without reducing conductivity.

**PRICED TO MOVE FAST**—lower than other leading clamps—with a good margin for YOU.

**ONLY THREE TYPES TO STOCK**—for every job: bare wire, metallic or non-metallic sheathed cable or rigid conduit.

**WEAVER**—THE ONLY COMPLETE BRONZE LINE for ¼" to 4" pipe—any type connection.

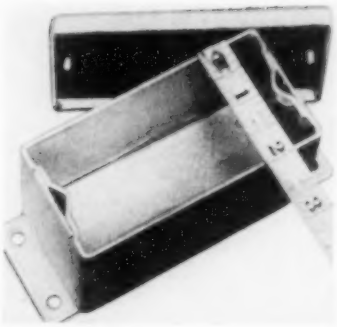
**STOCK YOUR SHELVES WITH SALES**—sell Weaver Cast Bronze Ground Clamps. Free samples available for demonstration.

*Write today.*

J. A. WEAVER *Company*

2110 HOWARD ST. ST. LOUIS 6, MO.

CEntral 1-8100



## Wiring Box

**Hoffman Engineering Corp., Anoka, Minn.**

Small, oil tight, sheet metal wiring box is particularly suitable for use with flexible, liquid tight electrical wiring conduit. The size is 4 in. long by 2 in. wide by 2 in. deep. The cover has a neoprene gasket. The captive cover screws thread into blind holes in the box. Two mounting feet are spot welded to the box. All seams are welded. Box is finished with a baked enamel grey hammertone over a phosphatized surface.

## Time Switch

**General Controls Co., Glendale, Calif.**

Seven-day time switch (5B) automatically regulates a weekly program involving from 1 to 6 daily on/off operations. It is for automatic on/off control of heating, ventilating, and air conditioning systems. Applications include on/off switching of store window and neon display lights; attic fan; refrigerator defrosting; factory floodlights; hall and stairway protective night lights. According to the manufacturer, each day's schedule (which may be varied or omitted) is independent from every other day's schedule.

## Toggle Switches

**McGill Manufacturing Co., Inc., Elec. div., Valparaiso, Ind.**

Line of premium-quality toggle switches feature in-line lever action. The switches are recommended for use with power tools and small appliances. They are rated 6 amps at 125 volts; are U.L. inspected. Dimensions are: ½ in. wide, ½ in. thick and 1 in. long.

## Drop Light Reel

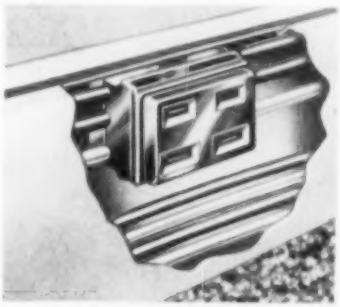
**Cordomatic div., Vacuum Cleaner Corp. of America, Philadelphia, Pa.**

Crack-proof, phenolic pistol-grip handle with "Levolier'" toggle action switch and sockets highlights the new line of automatic drop light reels. The entire line is available in 20, 30, 40 foot, kink-proof, neoprene cord extensions. Improvements are said to have been made on the automatic gravity action locking mechanism. Other key features include universal mounting bracket which permits wall or ceiling mounting. Wall mounting allows 180° free swivel action; ceiling installation permits full 360° rotation. U.L. approved.

## Conduit Hubs

**So-Cal Electro Products Co., Los Angeles, Calif.**

Single or multiple conduit connections to metal service and distribution housings may be made by using "Sur Ground" connector hubs. Hubs are weather resistant and raintight. They are of three part assembly and are UL approved and available in stock conduit sizes, ½ inch through 6 inch and blind cover.



## Multi-Outlet System

**The Wiremold Co., Hartford, Conn.**

Combination multi-outlet, electrical wiring system and steel baseboard is designated "Plugmold 2200." Originally designed for use in prefabricated homes it can serve as the complete, all-inclusive wiring system, according to the manufacturer. It is designed to replace regular baseboards and has extra capacity to carry additional wiring for future expansion. Baseboard measures 2⅜ in. wide with outlets located 30 in. or 60 in. on centers. Besides being for new home construction, it is expected it will find wide use in commercial and industrial wiring since it is designed to carry up to ten no. 12 conductors. U. L. approved.

## Box Covers

**Keystone Manufacturing Co., Center Line, Mich.**

Line of handy box covers has been developed to meet the requirements of industrial, commercial and residential installations. They are made of heavy gauge steel with holes and openings located to accommodate every standard receptacle, switch and device currently on the market. The covers are engineered for easy mounting. They feature rounded and curved corners.

## Air Conditioner

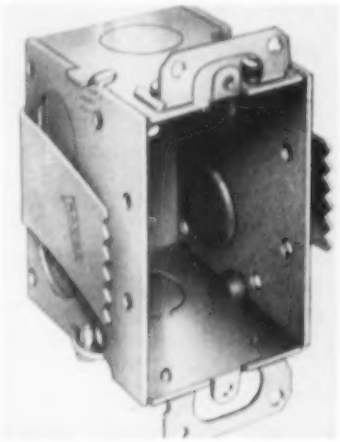
**The Mitchell Manufacturing Co., Chicago, Ill.**

"Pancake" design principle is used on the air conditioner. Measuring 16¾ in. thick, 15 in. high and 32 in. wide, and said to be adaptable to any type of installation, the all new "pancake" units are also claimed to have power equal to any high capacity air conditioner. The unit can be mounted in several ways: through a wall; flush mounted in the lower section of a double-hung window; in a transom; entirely inside the room; half-in—half-out of the room; through a mid-wall; or in a casement window.

## Incandescent Fixture

**Peerless Electric Co., San Francisco, Calif.**

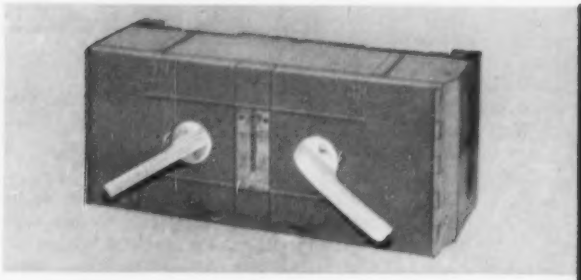
Featuring wide distribution, modern shallow design, quick installation and patented construction, the "Berkeley Square" is a versatile incandescent diffuser for corridors, kitchens, bathrooms, public rest rooms and stores, according to the manufacturer. The fixture may be mounted on any ceiling with the driving of a single screw. It requires no holes, cutouts, frames or special construction. The fixture comes in two sizes: 10 in. square for two 75 watt lamps; 12 in. square to take one 100 watt and one 75 watt lamp.



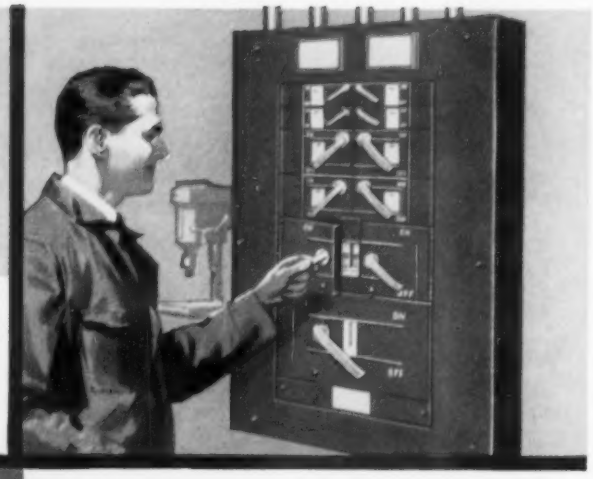
## Switch Box

**All-Steel Equipment Inc., Aurora, Ill.**

"Griptite" switch box is for rapid installation on "old-work" jobs. The box can be used on any type wallwood, wallboard or plaster, according to the manufacturer. It anchors securely by means of an exclusive wing-type support which features a one-screw adjustment. Only three steps are required for installation.



**STANDARDIZED, INTERCHANGEABLE SWITCH UNITS** permit you to assemble, install, extend or convert the BullDog Power Panel with just two tools—a screwdriver and crescent wrench. Vacu-Break makes switching completely safe. Fused switch units available from 30 to 600 amperes.



**BullDog Power Panels Provide**

# VACU-BREAK ARC CONTROL

**—the exclusive that wins repeat business!**

## Prefabricated . . . trouble-free installation . . . easier to sell!

BullDog-engineered equipment continues to set standards! And BullDog Vacu-Break® Power Panels are no exception. Here's an efficient, economical way to centralize lighting and power distribution . . . provide convenient service-entrance equipment . . . and build profitable repeat business, too.

Standardized, interchangeable Type "A" switch units feature exclusive Vacu-Break arc control, plus Clampmatic® action for bolt-tight connections. These exclusives mean maintenance is virtually eliminated—switching is safe and sure!

Prefabricated and built under strict quality controls, BullDog Power Panels are easy to assemble. The wiring gutter space is ample to permit positive and speedy installations. Promote them and you'll deliver real satisfaction to your customers.

Consult your BullDog field engineer, or write BullDog Electric Products Co., Detroit 32, Michigan.

© BEPCO

**VISIT BULLDOG CONFERENCE BOOTH 304**
DURING THE CONVENTION OF THE NATIONAL ASSOCIATION OF ELECTRICAL DISTRIBUTORS, IN ATLANTIC CITY, JUNE 10 TO 14.

IF IT'S NEW . . . IF IT'S DIFFERENT . . . IF IT'S BETTER . . . IT'S

# BULLDOG

*ELECTRIC PRODUCTS COMPANY*

*A Division of I-T-E Circuit Breaker Company*

*Export Division:* 13 East 40th Street, New York 16, N. Y. • *In Canada:* BullDog Electric Products Co. (Canada) Ltd., 80 Clayson Road, Toronto 15, Ont.

## Fan

**Chelsea Fan & Blower Co., Inc., Plainfield, N. J.**

Automatic thermostat controls and convertibility to a window fan, "Roll-a-Bout" fan or tilt type fan, are combined with a new design and operating features in the "Constellation" portable fan. Available in 16-in and 20-in models, the two-speed, electrically reversible portable fan is driven by a capacitor motor, which may—in addition to reversing even while running—be operated at an ultra low "LO" speed for noiseless comfort cooling. Window panels and a movable stand are accessories, along with a floor stand which permits the head to rotate through the operating range. Thermostat and controls are grouped together at the top of the fan.

## Ballasts

**General Electric Co., Schenectady, N. Y.**

Five residential, fluorescent lamp ballasts are said to be 33 per cent smaller in cross section than the models they replace. The units have been designed with a 1 15/16-in by 1 3/8-in case and a weight reduction of one-half to three-quarters of a pound. All have "A" sound ratings for quiet residential operation. The ballasts are interchangeable with previous models since reduction in cross-section has been achieved with the same six-inch mounting length.

## Receptacles

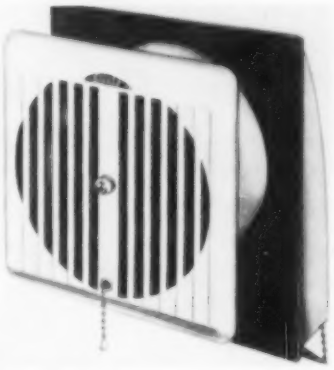
**The Arrow-Hart & Hegeman Electric Co., Hartford, Conn.**

Flush duplex weatherproof receptacles will readily accommodate any two standard plug caps, unlike the ordinary weatherproof outlet, according to the manufacturer. This weatherproof assembly is available with a wide range of duplex receptacles—up to 20 different types. Depending upon the type receptacles desired, this unit may be had side-wired, back-wired, and side-wired, 2-wire or 3-wire.

## Lighting Fixture

**H. E. Williams Products Co., Carthage, Mo.**

Three ring, pendant-type incandescent "Concentric Ring" fixture measures 30 inches in length, 18 inches in diameter. Features include a positive-action, non-twist stem assembly, 45° swivel support, heavy-duty black porcelain socket, 1,600 watts and 600 volts. The aluminum stem can be shortened without threading.



## Ventilators

**Fasco Industries, Inc., Rochester, N. Y.**

Special line of kitchen ventilators is claimed to offer builders a fan line of high efficiency, quality, low price and 50 per cent lower installation costs. The unit's doors are the positive action type and cushion-sealed for airtightness. On models 952 and 953 the doors and motors are switch started. On models 950 and 951, they are actuated by pull chain which is pre-installed on the units before delivery. A simplified five-step procedure for installing the ventilators in either wood or brick construction 4-in to 15-in deep, is claimed to cut installation time in half.

## Rod Grapple

**T. J. Cope, Inc., Collegeville, Pa.**

Redesigned rod grapple is for the installation of underground cable equipment. It is said to be especially useful where long lines of conduit are to be rodded. Each pair of rod grapples weighs 2-lbs and will permit rodding from both ends of the conduit. The four hooks on the one tool and the two loops on the other engage with positive action.

## Capacitors

**Condenser Products Co., New Haven, Conn.**

A line of polystyrene dielectric capacitors includes both fixed and adjustable value types encased in metal "bath tub" type cans. The units are designed principally for the computer field.

## Plastic Cap

**The Thomas & Betts Co., Elizabeth, N. J.**

Versatile plastic bushing cap snaps into conduit bushings, insulated bushings, connector hubs and conduit ends, both rigid and EMT. Installed with only finger pressure, the cap assumes its original shape and size to form a tight protective seal during construction work. The plastic cap may be snapped into either metal or plastic bushings. An additional advantage cited is that all installations can be made in the field. Available in all conduit sizes from ½ inch to 2 inches.

## Time Switch

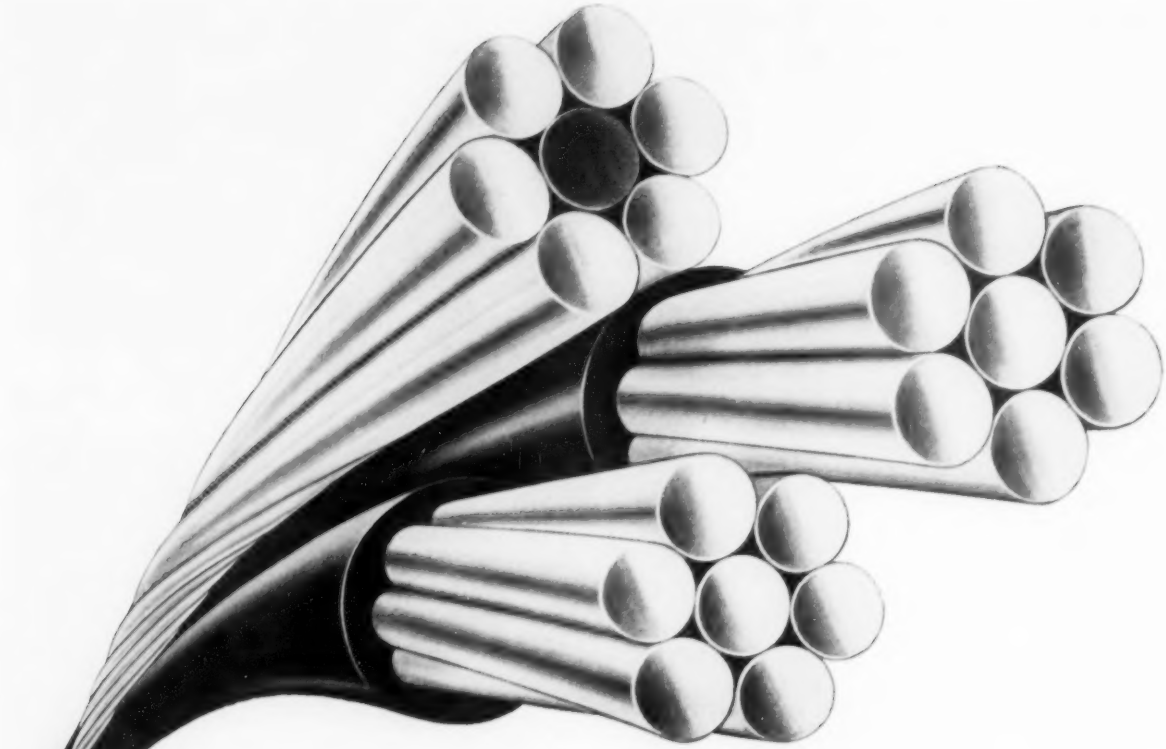
**General Electric Co., Schenectady, N. Y.**

General-purpose time switch features greater reliability at less cost than its predecessor, says the manufacturer. Suitable for indoor-outdoor use, the heavy duty TSA-40 (replacing the T-27) will turn electric circuits on or off at any time of the day on a great many applications. A feature is the unique shearing action of the contacts which are forced to slide against each other as they open and close. This prevents welding and keeps contacts clean under heavy overload conditions.

## Starter

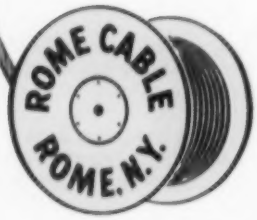
**Sylvania Electric Products Inc., New York, N. Y.**

Fluorescent lamp starter has a ceramic condenser described as "almost indestructible." The starters made with the new ceramic condensers are said to have an extra long life, limited only by globottle. The condensers are claimed to stand up under extreme conditions of heat, cold and humidity, and are "self healing" on breakdown by high voltage surges. This should mean reduced maintenance costs for industrial and commercial establishments which use fluorescent lightings. In tests, starters using the ceramic condenser withstood temperatures of 300° F to 500° F for extended periods. The condensers will be used initially in FS-4 and FS-12 fluorescent lamps starters and in all 100 watt starters.



Save up to 30% on service drop installations with

# Rome Aluminum Triplex




You save as much as 30% on initial cost and installation expense by specifying Rome Aluminum Triplex in place of conventional Type SD service drop cable.

You cut maintenance costs and service interruptions, too. The triplex construction gives your installations high resistance to storm damage, wind and ice loading.

You get full protection against effects of sunlight, heat, moisture, corrosive atmospheres and other hazards from the rugged RoPrene (Neoprene) or RoLene (polyethylene) insulations which are standard on Rome Aluminum Triplex. Rome Triplex Conductors can be supplied with an inner layer of high-quality rubber insulation, covered with a durable, tough RoPrene (Neoprene) sheath, when specified.

And you get a cable that's "public relations minded," because triplex installations are neat—no cluttered unsightly open wires, no braids to rot and festoon. Full information is yours for the asking. Write today for Bulletin RS-5.

**Rome** ALUMINUM

**Rome Cable Corporation, Rome, N. Y., and Torrance, Calif.**

# TOP OF THE NEWS . . . and its significance to you

**Earnings Up**

Most corporate profits rose during the first quarter, though at a reduced rate when compared with 1955. Earnings reported through the end of March among eight **electrical equipment manufacturers were up 7%** over the same 1955 period—with strike-plagued Westinghouse left out.

**Business Bellwethers**

A big depressant in the economic outlook is the automobile industry. Production and sales of new cars are off—22 per cent as of the end of May for the industry. The Big Three, and almost all others, **have cut back production.** Mounting inventories of refrigerators, ranges, other appliances, have caused manufacturers to also cut production. Consumers—for credit, other reasons—are not buying appliances as expected. Steel orders for the third quarter will be trimmed by automobile and appliance makers but steel mills are still optimistic as to the effect the cutbacks will have.

**Bright Future Barring the Unforeseen**

Business expects to spend this year for new plants and equipment almost $39 billion—a 30 per cent increase over spending in 1955. The News For The Industry page reports the latest McGraw-Hill Department of Economics survey, that shows **plans for two years in advance are equal for those of the current year.** One key factor for the future is new product development. Manufacturing companies, as a group, expect 11 per cent of sales three years hence will be products that are not now being manufactured.

**Metal Mixup**

Aluminum prices were higher in May than in April, but the supply was a little easier. Producers are hoping to keep prices from running away, thereby providing a good selling point in widening the market. The price of copper in foreign markets has dropped. However, for domestic use, **prices are expected to continue at a high level** until they get in the neighborhood of the higher cost producers—then production cutbacks may take over. Scrap copper last month fell in price to around 34¢—the equivalent of 40¢ for refined copper for August delivery. Domestic copper is hovering around the 46¢ mark.

**Salesman's Calls**

A salesman selling to industry can make an average of 2.4 calls per year on each buying influence in his territory. A recent survey says that the average industrial salesman has 268 active customers and prospects in his territory. On the average there are 3.6 men per company with buying influence. To keep these buying influences informed, **the salesman must spend more than 40% of his time in face-to-face selling.** This, plus other interesting statistics on how an industrial salesman spends his time, are reported on page 144.

**Open the Books**

An employer's claim of inability to pay has been ruled important enough in certain cases to require some sort of proof as to its accuracy. In the bargaining cases now brought before it, the NLRB may **order the employer to supply the union with financial information** to substantiate the employer's claim. That's the recent (May 7th) ruling of the Supreme Court in a case appealed by NLRB. The far-reaching majority opinion is reported on page 132.

**Social Note**

Management representatives of some 30 New Jersey electrical supply houses—serving mainly contractors—recently attended a luncheon at the invitation of **Local 1950, I. B. E. W.**

**Electrical Living**

The average electric customer owns about $1,300 worth of electric appliances. He uses 2,755-kwhr of electric power annually and pays about $72.73 per year for his electric power. Using electric heating as the basis, there are more than **300,000 homes which could be called all-electric.** About 30,000 more should be added this year, out of a possible million housing starts. The all-electric customer owns about $5,400 of electrical appliances. He uses 2,755-kwhr of electric power annually and pays $560 per year for it.

**Tax Cut—If . . .**

Despite probable Administration opposition, **a tax cut is a possibility.** The fiscal year ending June 30 should tell the tale. Here are the all-important "ifs"—which preclude any tax cut consideration. **If** Congress thinks the expected surplus budget figure is big enough (this is an election year). **If** a business decline shows any signs of getting underway.

One in a series to emphasize the economy of Electrical Wholesale Distribution

"Electrical Wholesaler Distribution reduces the Manufacturer's selling cost and thereby reduces the selling price of electrical supply material to the user. Therefore, our policy has been to distribute Thomas & Betts products exclusively through the Electrical Wholesaler."*

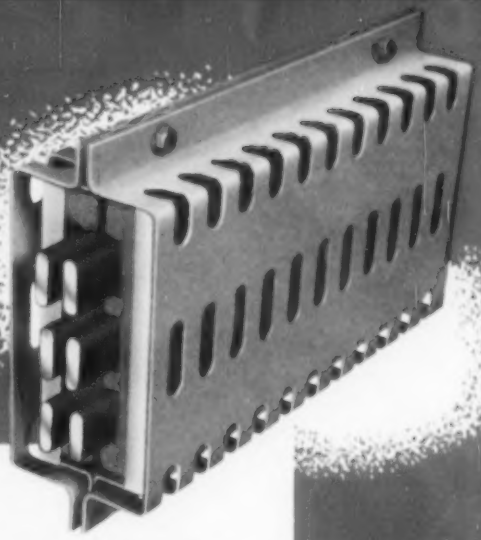
LOOK FOR THIS SIGN — AUTHORIZED DISTRIBUTOR T&B ENGINEERED IT'S THE MARK OF AN AUTHORIZED **T & B** DISTRIBUTOR

*Quoted from the T & B Plan of Wholesaler Distribution. If you would like to know the complete story of the T & B Plan, write:

**THE THOMAS & BETTS CO.**
INCORPORATED
20 BUTLER STREET, ELIZABETH 1, NEW JERSEY
THOMAS & BETTS, LTD., MONTREAL, P. Q., CANADA
MANUFACTURERS OF FINE ELECTRICAL FITTINGS SINCE 1898

# the PLUG-IN UNI-BUS FEEDER system . . .

## AN ENTIRELY NEW CONCEPT IN POWER DISTRIBUTION UNMATCHED FOR FLEXIBILITY- ECONOMY, and SAFETY



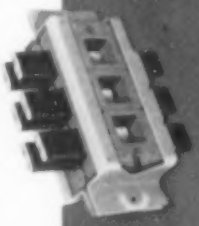
## UNIQUE UNI-BUS FEATURES

- Low voltage drop in *both* plug-in and feeder systems because of close bus bar spacing and Duo-circuit arrangement.
- High momentary short-circuit strength, up to 50,000 RMS amperes on plug-in feeder system because of close bus support spacing.
- One housing size for all ratings, 225, 400, 600, 675 and 800 amperes, with copper or aluminum bus bars.
- Larger capacities provided by paralleling standard ratings with matched impedance.
- Ventilated housing for maximum conductor efficiency. Bonderite treated for corrosion resistance and durability.

UNI-BUS PLUG—Uni-Bus plugs provide the ultimate in convenience, safety and performance. Simple hangers permit hanging the plug directly onto the busway, completing fastening later. Primary contacts retract into plug housing in open position. Separate primary and secondary switching contacts are interlocked so that circuit is not opened or closed on bus bars. Both contacts are entirely visible in OPEN position and are silvered. Fusible and circuit breaker plugs available in complete range of ratings.

UNI-BUS JOINTS—Bus bar joints are heavily silver plated for low contact resistance. Aluminum bus bars are specially treated before silver plating to prevent oxidation. Zinc-plated spline nuts, swaged into the bus bars, simplify field installation and reduce installed costs. Phase collection straps at the load end of each length provide equalization of load on bus bars and increased short-circuit strength. Ventilated covers over joints on each side provide easy access for quick assembly and prevent excessive temperature rises.

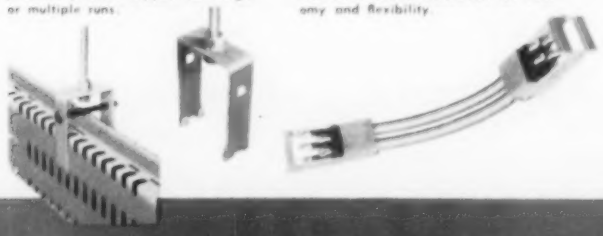
UNI-BUS BUS SUPPORTS—Bus supports are independent of housing to eliminate damage and on 20-inch centers for high short-circuit strength. Steel brackets cradle the insulators under compression for strength and support bus bars even in vertical riser position. Composition padding of Corprene between brackets, 2-piece porcelain insulators, and bus bars provide a resilient mounting. A heavy insulating compound jackets each bus bar individually for resistance to acids, alkalis, moisture and temperature extremes.



UNI-BUS SAFETY SLIDE—Safety slide can never be opened unless plug is in place covering the opening. There are never any exposed live bus bars. Interlock buttons on each side of plug opening are depressed ½-inch by heavy studs on back of plug. Opening safety slide interlocks plug to housing so that it cannot be removed. Slide can be closed when plug is in OFF position as a further assurance that there are no live parts inside the plug. Plug-in system has 12 outlets per 10-foot length.

UNI-BUS HANGER—The Uni-Bus clip-on hanger provides unmatched ease and economy. Just snap the hanger onto the Uni-Bus housing at any point. The hooks engage the center ventilating slot and the busway is supported. A clamp bolt may be added if desired as an insurance of positive positioning. For flat and vertical riser mounting a trapeze type hanger is also available which provides positive support for single or multiple runs.

UNI-BUS FLEXIBLE CONNECTORS—The standard Uni-Bus connector, for connecting rigid straight length, consists of two attachment boxes joined with flexible conduit and cable. This one unit does the work of the many special varieties of elbows, offsets, expansion fittings and transpositions. By removing one of the attachment boxes, the Uni-Bus flexible connector may be used as a combination elbow and switchboard connection for economy and flexibility.



***VALUABLE DISTRIBUTOR FRANCHISES AVAILABLE in several territories for UNI-BUS and Switchgear. Write for full information or — See us at N. A. E. D. Show; Booth 646.***

**Roller-Smith**
CORPORATION
**ELECTRICAL SWITCHGEAR**
BETHLEHEM, PENNSYLVANIA

# ...make bigger profits, too!

It takes so little effort to show the real quality construction of a Sangamo Heavy Duty Time Switch. Let your customers compare the Sangamo with other time switches. They'll see the difference for themselves. Show them the special features that they can get with Sangamo*.

When you do, it really pays off! Because you gain a *satisfied* customer when you sell a Sangamo Switch—and you make a bigger profit, too.

## *Special Sangamo Features:

- Electrically wound automatic carryover that keeps the switch running up to 10 hours in event of a power failure. No resetting necessary.
- Astronomic Dial that turns installations "on" at sunset and "off" at sunrise—automatically, all year around, in any latitude.
- Omitting Device that prevents operation on any given day or days of the week.
- And, the new combination Time Switch and Circuit Breaker in a single case . . . ideal for poster lighting control.

Stock up—you can sell 'em. Write for full information on this quality line.

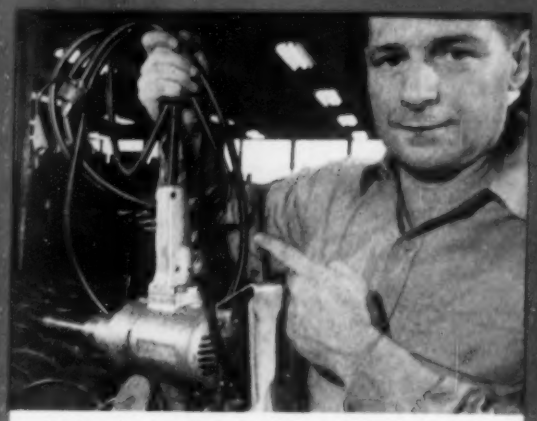
5T36-5

**SANGAMO**
**ELECTRIC COMPANY**
SPRINGFIELD, ILLINOIS

# Laytex® Royal Master Electrical Cords

2½-ton trucks and 2,000-lb. spools run over U.S. Laytex Royal Master Portable Cords, without damaging them.

Sharp bits of hot steel in a grinding operation slash at U.S. Laytex Royal Master Portable Cords—without damage.



Workers have a habit of grabbing handtools by their electrical cords. This tool weighs 25 lbs., yet the U.S. Royal Master Cords have always held fast.

"They give us 3 times more usage!" says chief electrician of steel company.

In the 18 months since this plant in Massachusetts started using U.S. Laytex Royal Master Portable Cords on grinders and drills, *there has not been one cord failure* or need for replacement. "Formerly, we thought ourselves lucky if a cord lasted 6 months with an average of 2 repairs in that time. But U.S. Laytex Royal Master Cords can really take it," says the plant's chief electrician.

Run over by loaded lift trucks weighing 5600 pounds . . .

Run over by heavy reels and spools . . .

Bombarded by hot, jagged pieces of metal during grinding operations . . .

Yanked around when attached to heavy machine tools . . .

*And yet U.S. Laytex Royal Master suffered no harm.*

No wonder this steel fabricator is replacing its present cords with U.S. Laytex Royal Master Portable Cords.

See your U.S. Rubber Company representative, or write us at Rockefeller Center, New York 20, N. Y.

Electrical Wire & Cable Department

**United States Rubber**

# *new! VIRDEN fluorescent fixtures assemble in ⅓ the time*

It's the hottest item in the lighting fixture line. And only Virden has it! Now any workman can assemble this new Virden fixture, ready for hanging *in one-third the time.*

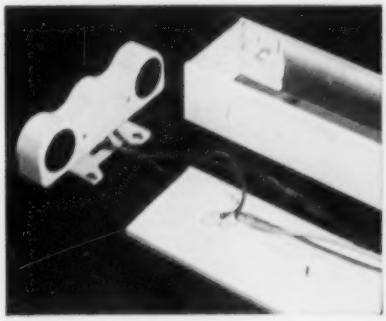
The secret? Pre-set screws plus a simple method of locking the parts in place. A twist of the wrist does it. There is no bag of parts. No sorting screws, no blind holes to locate.

Check the two photos opposite. Note the few, easy motions required to assemble the new Virden fixture. Compare this with the many time-wasting motions in the old-fashioned way. Your customers save time—do more jobs, quicker.

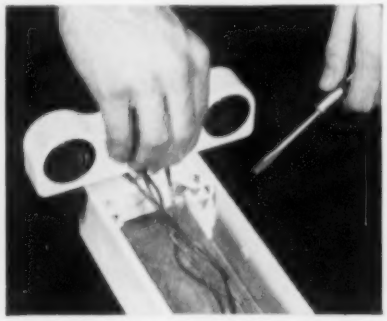
They get a better job, too. The locked parts strengthen the entire assembly, prevent it from twisting out of line, an important advantage in continuous row installations.

Another important factor is the shielding. It can be hinged on either side, easily opened for maintenance and relighting.

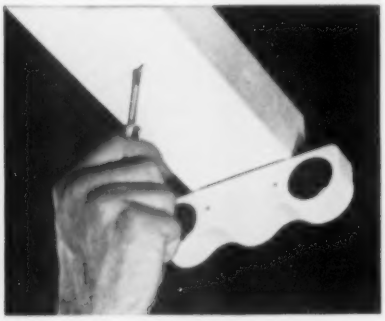
All Virden fluorescent and slimline fixtures now have these time-saving advantages. Tell your customers about them. They will quickly see the time, work and money-saving advantages they offer. *John C. Virden Co., Dept. EW-6, 6103 Longfellow Avenue, Cleveland 3, Ohio.*



These are all the parts you need to assemble the new Virden fixture. The channel, the sockets and the cover—*no bag of parts.*



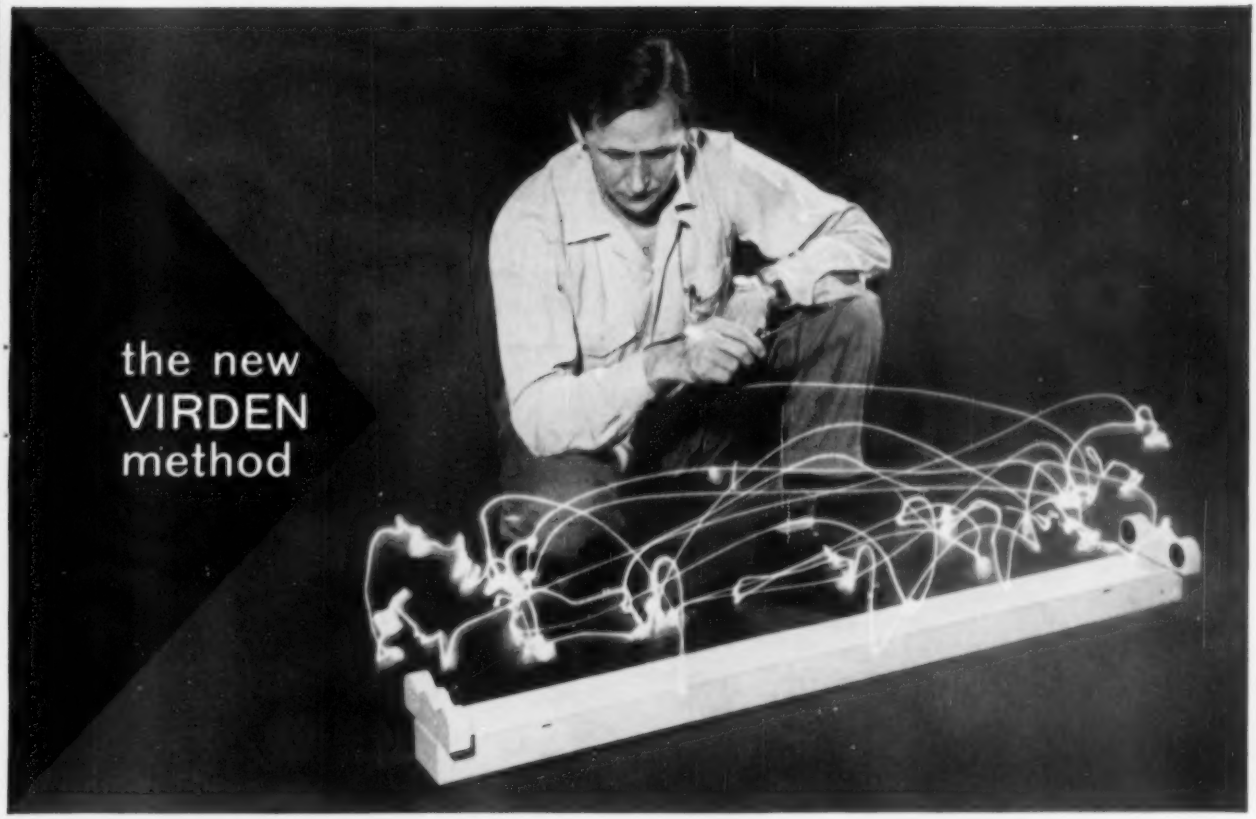
Slip the sockets over the pre-set screws and tighten securely. You are now ready to install the fixture on the ceiling.

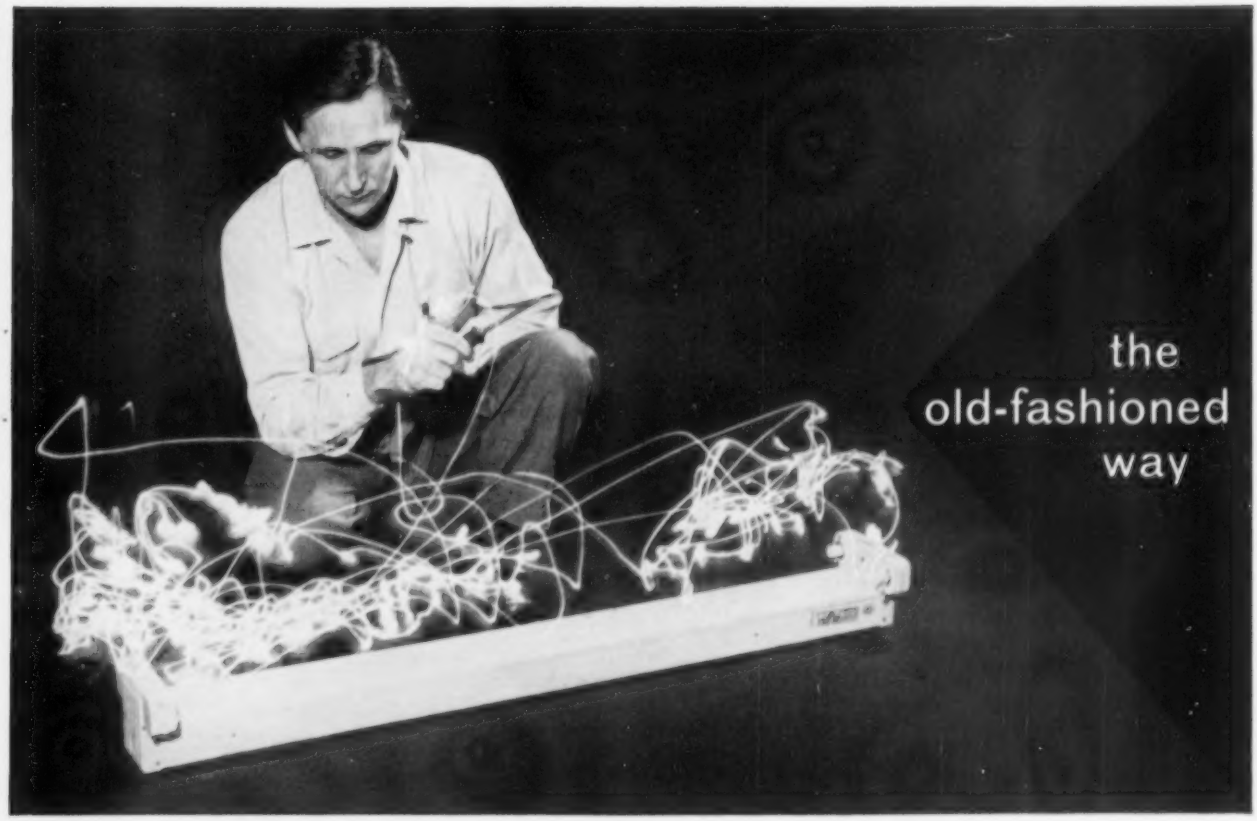


When the fixture is mounted, put the cover on, slip the screwdriver in the notch, and give ¼ turn. *In 45 seconds,* everything's assembled.

*decorative lighting by* **virden**

**look us up at the NAED Convention in Atlantic City—BOOTH 106**


the new
VIRDEN
method


the
old-fashioned
way

# How Okonite's "Partners-in-Profits"

## the policy

Okonite's Distributor Policy, first of its kind in the tape industry, is geared for 100% distributor sales in practice as well as in principle. For more than 18 months it has been working *for* and *with* its distributors to increase their profits from tape sales. Here are the main points in the policy:

1. **Direct sales totally eliminated**
2. **One price, one discount to all authorized distributors**
3. **Protection against price change**
4. **Well-defined return goods policy**
5. **Improved packaging for easier handling, larger unit sales**
6. **Complete selection of splicing materials**
7. **Nation-wide advertising and technical sales support**
8. **Continued top quality in all products**

This policy has *proved* itself profitable to Okonite distributors. Mr. Hirschfeld's letter on the next page is a good example of how it pays to be a partner in Okonite Tape *sales*.
The Okonite Company, Passaic, N.J.

**OKONITE**

# tape policy benefits you!

## the payoff

ELECTRICAL APPLIANCES • ELECTRICAL SUPPLIES • LIGHTING FIXTURES

HIRSCHFELD ELECTRICAL SUPPLY CO. INC.

ONE OF THE OLDEST DISTRIBUTORS SERVING METROPOLITAN NEW YORK

46 WARREN STREET • NEW YORK 7, N. Y.—COrtlandt 7-2121

January 25, 1956

Okonite Co.
Passaic, New Jersey

Attn: Mr. Brad Harrington

Dear Brad:

Herman Linter just gave me a credit memo for $84.00, the distributor's share of a sale made by you.

Let me thank you very much for this and state that the pleasure I received in getting this was not the monetary value involved but the satisfaction of knowing that you, as a manufacturer, not only state a policy but fulfill it completely.

I appreciate this policy of yours and the credit memo of course and assure you that you will have our utmost cooperation at all times just as you have had in the past.

Very truly yours,

HIRSCHFELD ELECTRICAL SUPPLY CO., INC.

Mervin Hirschfeld

MR:HW

4190

# splicing tapes

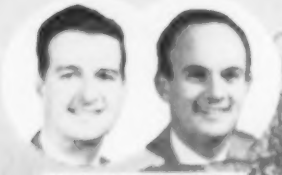
PRESC
Lighting
Don and Fred Gleason
657 East 45th Street
Seattle, Washington
A. L. Perdue
4305 Ravenwood Avenue
Sacramento, Calif.
J. R. (Chris) Christensen
247 East 5th Street, So.
Salt Lake City, Utah
Ken Schumann
1073 Galapago Street
Denver 4, Colo.
Geo. C. Mittauer
1112½ Farnam Street
Omaha, Nebraska
Larry Papp & Ed Sholander
923 East Third St.
Los Angeles, Calif.
Floyd Wilson
313 N.W. 4th Street
Oklahoma City, Okla.
John Allen Ware
301 West G Street
San Diego, Calif.
John Allen Ware, Jr.
P. O. Box 4216, Commerce Sta.
Phoenix, Arizona
Sales
John Hancock
5523 Dyer Street
Dallas 6, Texas
Service
NOW! Complete Prescolite production facilities on both coasts with strategically located warehouses to better serve you
PRESCOLITE MANUFACTURING CORPORATION, 2229 Fourth Street, Berkeley 10, California

# OLITE

Charles L. Schwab
345 No. Wheeler
St. Paul, Minn.

Mrs. Willis Murphy
4520 No. Woodruff Ave
Milwaukee, Wis.

Larry Beck
18063 James Couzens Highway
Detroit 35, Michigan



Bob Quinlan & Fran Sullivan
259 Kensington Place
Syracuse, N. Y.

John W. (Jack) Fay & Wes MacRae
933 E. 2nd Street
South Boston 27, Mass.

Jack Riley
4369 Elston
Chicago 30, Illinois

Cam Norton
2725 Derbyshire Rd
Cleveland, Ohio

J. R. Schmidt
1918 Howard St.
Pittsburgh, Pennsylvania

Paul F. Kyack
10 South 18th St.
Philadelphia 3, Pa.

Bob and Bert Brazill
602 W. 28th Street
New York, New York

Carl Thorsell
1195 E. 77th Street
Kansas City 5, Mo.

Gary Roof
1147 Third National Bldg.
Dayton, Ohio

W. H. (Tip) Lassiter
3343 West Cary St.
Richmond, Virginia

T. H. (Ted) Bailey, Jr.
409 National Marine Bank Building
Baltimore 2, Maryland

Joe Noser
405 Carrswold
St. Louis, Missouri

Joe Fowler
601 5th Avenue So.
Nashville, Tenn.

Charles L. Woodyard
161 Simpson N.W.
Atlanta, Georgia

E. J. (Jack) Hagan
50 Egret St.
New Orleans, La.

Furna Lott
P. O. Box C-347
Kendall, Florida

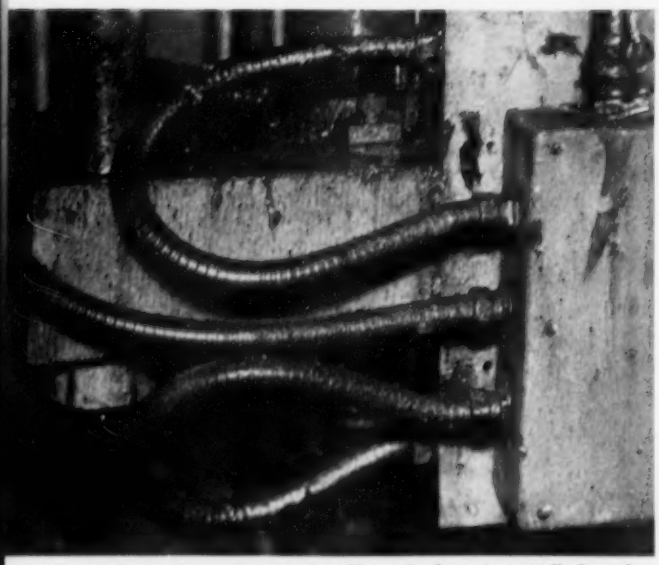
for your copies
of PRESCOLITE Literature
contact your
PRESCOLITE Representative
or write direct
to the factory.

*Satisfaction*

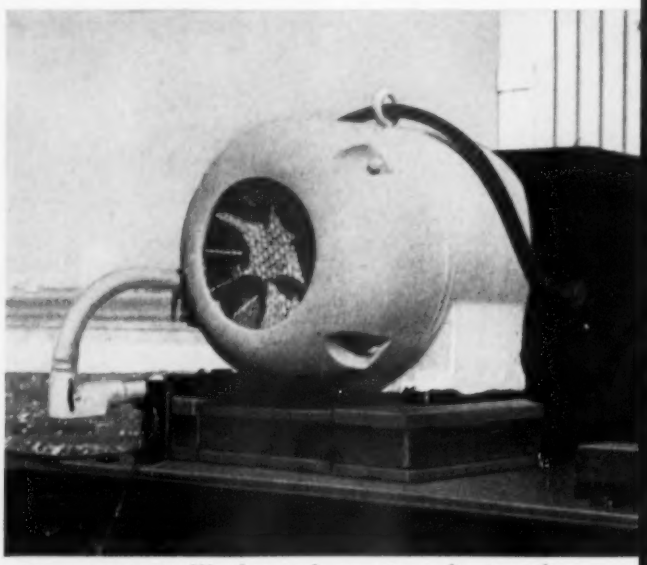
**Factories:** Berkeley, California • Neshaminy, Pennsylvania • **Warehouses:** Los Angeles • Denver • Atlanta • Chicago • Boston • St. Paul • Omaha

# Every plant in your area is a prospect for Sealtite flexible, liquid-tight conduit

**See how Sealtite's unique flexibility, corrosion resistance and superior quality can build business and profits for you**



**SEALTITE IN DIRTY LOCATION.** Here Sealtite is installed under hydraulic press to protect control wiring from oil, grease, water and grit.



**SEALTITE OUTDOORS.** Weather and corrosive salt atmosphere have no effect on this motor lead wiring protected by Sealtite at The Leslie Salt Co., San Francisco, Calif.

**SEALTITE IN TIGHT QUARTERS.** Note how Sealtite bends into a neat installation on the job shown below. Sealtite is quick and easy to install and makes a neat, permanent job.

**DOUBLE PROFIT.** Sell Sealtite—and you sell connectors. American was the *first* company whose product specs were followed by connector manufacturers for liquid-tight connectors.

You have a great new business building opportunity —with Sealtite*—because it gives you a strong new sales story for *every* plant in your area.

This flexible, liquid-tight conduit permits movement, absorbs vibration, speeds installation in tight quarters . . . protects wiring from moisture and corrosion . . . ends conduit failures . . . can help plants cut down-time . . . and is almost 100% salvageable in rewiring.

It simplifies meeting of misaligned outlets, saves the time it takes to cut, bend and fit rigid conduit. Exceptional service—outdoors and in.

**Type U.A.** is approved by Underwriters' Laboratories for service in wet spots. Copper conductor wound spirally inside conduit for positive ground.

**Type E.F.**† is extra flexible. Ideal for machine tool and other applications. Meets J.I.C. standards. Available in machine tool light gray at no extra cost from mill stocks.

*Reg. U. S. Pat Off. †Patent Applied For

**SEALTITE IN CORROSIVE ATMOSPHERE.** This is part of the sulphonation department of Nopco Chemical Co., Harrison, N. J. Sealtite, installed in this spot over five years ago, withstands acid fumes and steam while surrounding beams and piping show the effects of corrosive atmosphere.

## . . . and American Metal Hose helps you make the sale . . . win a new customer

Anaconda is backing up your efforts to sell Sealtite with dramatic 2-page and single-page case-history advertisements in the leading electrical magazines reaching prospects in your area.

With Sealtite, you're selling a *quality* product that turns orders into repeat customers. Sealtite is an engineered product. There are imitations, but no substitutes. For one thing, liquid-tight connectors fit properly because they were designed to Sealtite specifications by leading connector manufacturers.

**FREE Sealtite Sales Tools** — 4-page letter-size bulletins showing both types of Sealtite are available. Put them on your sales counters. Be sure your salesmen carry a supply. Also available are small folders suitable for enclosing with billings or other mail to your customers. Mail coupon below for your copies.

***Insist on the original***

# SEALTITE

***flexible, liquid-tight conduit***

**an ANACONDA® product**

**THE AMERICAN BRASS COMPANY**
**American Metal Hose Division**
**Waterbury 20, Conn.**

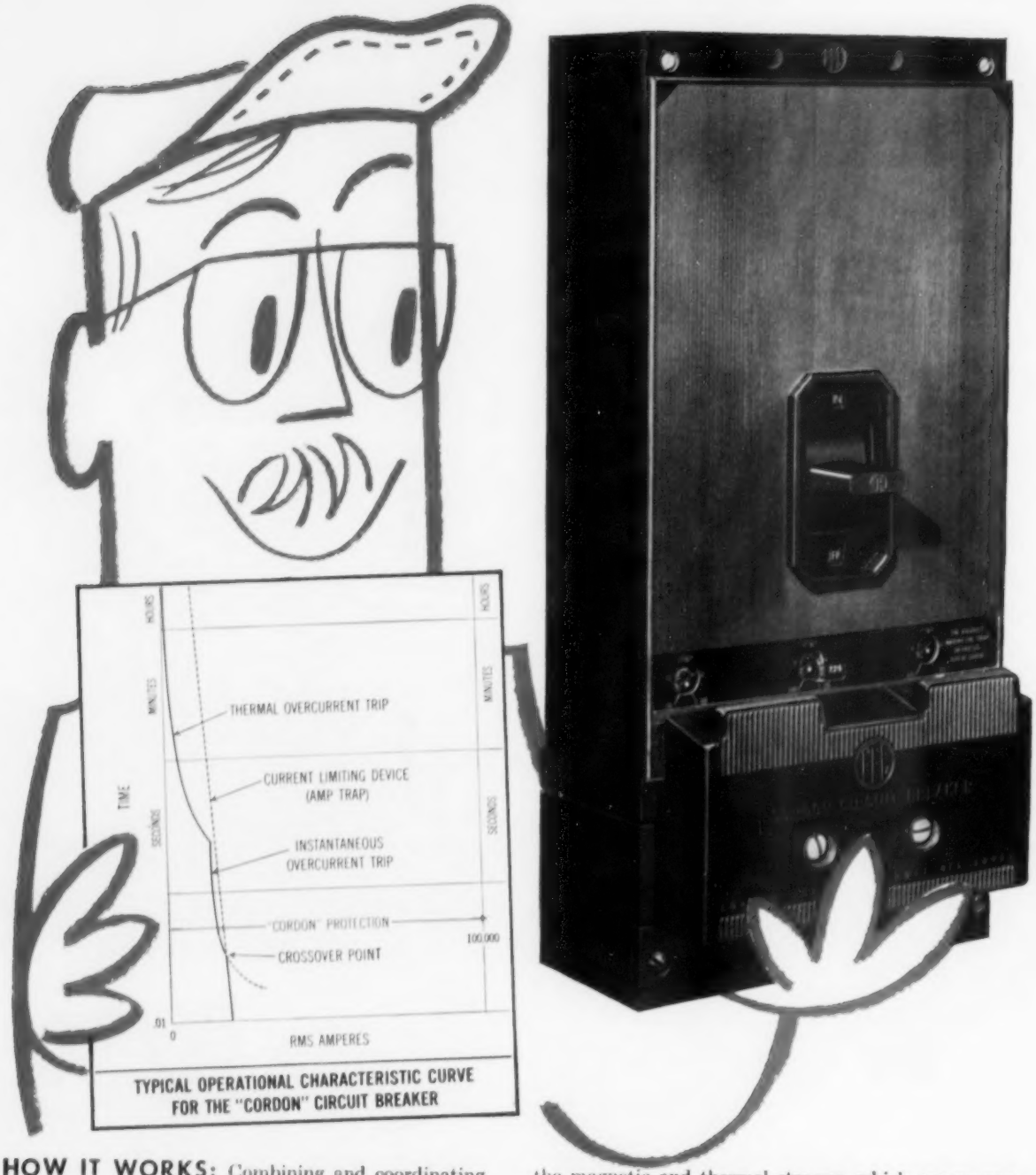
Please send us.....copies of letter-size bulletins on Sealtite.
.....copies of small enclosure folders.

Name & Title.....
(Please Print)

Company.....

Address.....

City.....Zone.....State.....




**TYPICAL OPERATIONAL CHARACTERISTIC CURVE FOR THE "CORDON" CIRCUIT BREAKER**

**HOW IT WORKS:** Combining and coordinating standard circuit breaker characteristics with specially designed current limiting Amp-traps, the "Cordon" circuit breaker achieves the characteristics shown above.

The thermal-magnetic overcurrent devices provide coordinated protection against overloads and short circuits up to a predetermined value (crossover point). At this point the current limiting Amp-traps assume the fault-clearing duty and extend short circuit protection to 100,000 rms amperes.

Unless the magnitude of a short circuit reaches the crossover point, the Amp-traps are unaffected, and the standard circuit breaker overcurrent devices perform their normal function. Since the fast clearing time of the Amp-trap (less than ½ cycle) provides current limiting, the magnetic and thermal stresses, which are proportional to the square of the current, are greatly reduced. Consequently, the standard molded case type circuit breaker safely withstands the heavy fault current. It is unnecessary to design bus-supporting members or current-carrying parts to meet the maximum peak current.

The Amp-traps are mounted in a molded housing which plugs into the load side of the breaker, forming one compact unit. A design feature of the "Cordon" circuit breaker actuates a common tripper bar when any Amp-trap blows, opening all poles of the circuit breaker. Until the blown Amp-trap is replaced the circuit breaker cannot be closed. A mechanical linkage arrangement automatically opens the circuit breaker before the Amp-trap housing is removed.

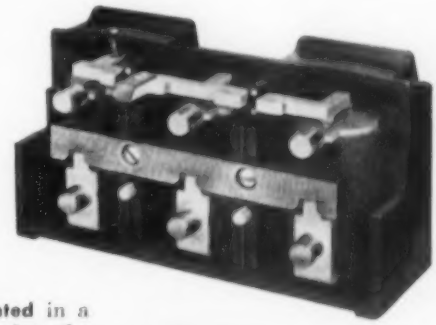
# New I-T-E "CORDON" Circuit Breaker

## 100,000 amp interrupting rating in molded case circuit breakers

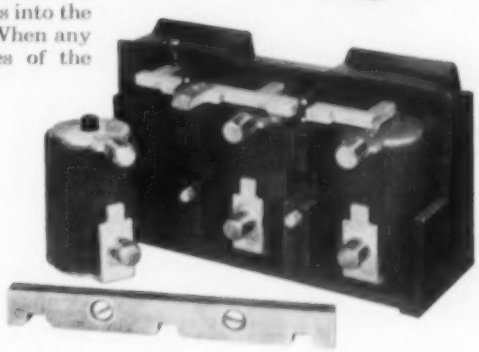
Now—one compact circuit breaker provides the practical, economical solution to meet constantly increasing interrupting requirements. The new "Cordon" circuit breaker provides all of the design and operating advantages of the famed I-T-E molded case breaker, plus interrupting ability up to 100,000 rms amperes.

The "Cordon" circuit breaker can be utilized in normal branch and feeder circuit applications in switchboards, panelboards, load centers, and individual enclosures. Plug-in mounting, rear connected studs, or front connected terminal mounting arrangements are optional.

"Cordon" circuit breakers are available with 2 or 3-pole construction in 100, 225, 400 and 600 ampere frame sizes, 250 v d-c and 600 v a-c. Write for complete details or call your nearest I-T-E office. I-T-E Circuit Breaker Company, Small Air Circuit Breaker Division, 19th & Hamilton Sts., Phila. 30, Pa.



**The Amp-traps are mounted** in a molded housing which plugs into the load side of the breaker. When any Amp-trap blows, all poles of the breaker are opened.



**Draw-out design** feature of Amp-trap housing provides accessibility to simplify change of Amp-trap. Amp-trap stud design assures proper alignment and positive connection when inserted in the breaker frame.

**To replace a blown Amp-trap** (indicated by released plunger), simply loosen two screws, remove the retaining bar, withdraw the blown unit, insert the new one, and replace the retaining bar.

***We'll look for you at the NAED Convention, June 10-14, in Atlantic City***

**I-T-E CIRCUIT BREAKER COMPANY**

**Small Air Circuit Breaker Division**

ADV.

# NEW PRODUCTS

## Demand for Weatherproof Devices on Increase

Today's trend toward outdoor living is causing an increased demand for weatherproof wiring devices. Therefore, Leviton has added a number of new weatherproof items to its line. These include single pole switches, and 3-way switches, single and duplex outlets with parallel blades, U-ground outlets, and 3-wire "crow's foot" outlets. Receptacles are available either with threaded metal covers or "spring-shut" hinged covers. Furnished with plate and heavy rubber gasket — proved protection for all-weather installations. Listed by U. L.

## Leviton Expands Quickwire Series

T-slotted duplex receptacles, and single and duplex receptacles on covers are now a part of the growing line of QUICKWIRE devices. These "spring type", screwless terminal receptacles and switches make installation quick and easy. No screws to loosen and tighten, wire is stripped and inserted into hole. Permanent contact is assured by the exclusive Leviton coil spring onnector. All QUICKWIRE items meet U. L. and C. S. A. specifications.

For complete information write Leviton Manufacturing Company, Brooklyn 22, New York.

*Your key to economy and dependability*

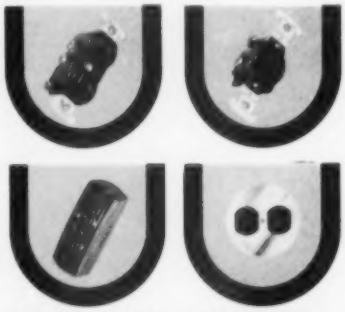
# LEVITON U-GROUND DEVICES

Yes, Leviton is your key to cost-*economy* because Leviton has the know-how of mass producing Wiring Devices — gained over almost half a century of manufacturing experience. Leviton knows how to keep quality at the top, and prices at the bottom.

There's no need to sacrifice quality for the sake of economy, either. Leviton has *absolute quality control* — from selected raw materials to completed product. That's your key to *dependability*.

**Now available:** a new combination switch and U-ground outlet; a complete line of 3-wire U-ground caps and connectors; single and duplex receptacles, receptacles on covers — all in either tandem or parallel types. Duplex receptacles are also available with grounding terminals for individual outlets.

Follow the leaders! **Specify LEVITON U-GROUND WIRING DEVICES.**



rated 15A — 125V

rated 15A — 250V

YOUR BEST JOBS ARE DONE WITH...

**LEVITON**

FOR FULL INFORMATION WRITE:

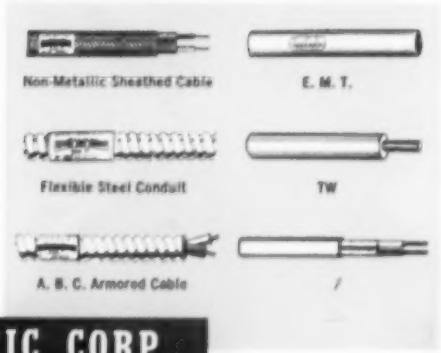
**LEVITON MANUFACTURING COMPANY · BROOKLYN 22, N. Y.**

Chicago • Los Angeles • Leviton (Canada) Limited, Montreal

For building wire and cable contact our subsidiary: AMERICAN INSULATED WIRE CORPORATION

Columbia E.M.T. is new—inside and out. The new Columbia E.M.T., with the recently perfected interior finish, speeds fishing and wire pulling. See for yourself—try Columbia E.M.T. on your next job.

**APPROVED BY UNDERWRITERS' LABORATORIES**




**COLUMBIA CABLE & ELECTRIC CORP.**

*Serving the Electrical Wholesaler Since 1912*

**255 Chestnut St. Brooklyn 8, N. Y.**

**Sales Representatives in the Following Cities:** Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Chicago, Ill.; Cleveland, Ohio; Cincinnati, Ohio; Dallas, Texas; Detroit, Mich.; Glassport, Pa.; Houston, Texas; Kansas City, Mo.; Los Angeles, Calif.; Miami, Fla.; Minneapolis, Minn.; New Orleans, La.; New York, N. Y.; Philadelphia, Pa.; Portland, Ore.; St. Louis, Mo.; San Francisco, Calif.; Seattle, Wash.; Tulsa, Okla.; Utica, N. Y.

# HOW midwest HELPS SOLVE YOUR SELLING PROBLEM . . .

## *Helps Cut Costs*

Illustrated here are some of the more important areas in which we at Midwest work to make your selling problem easier . . . to help you cut costs.

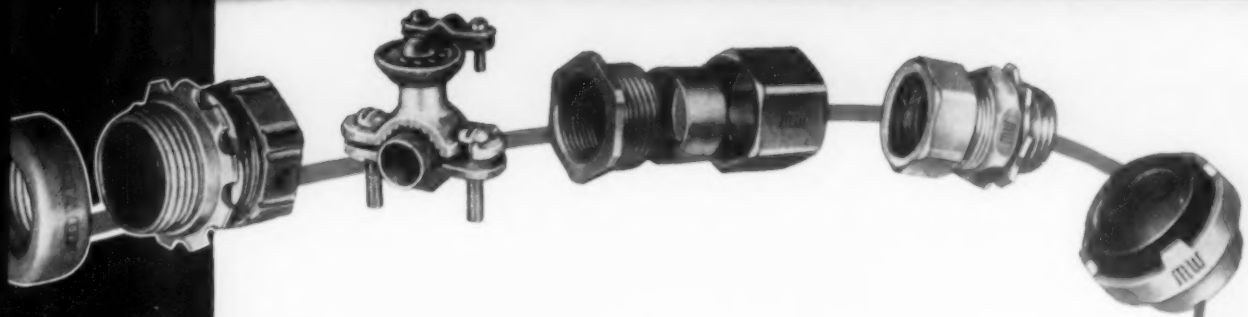
- **QUALITY PRODUCT:**

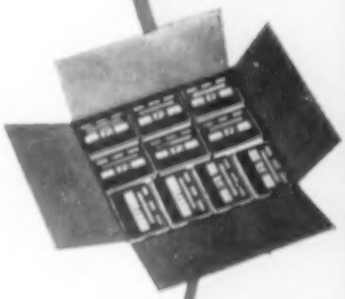
When you sell Midwest, you can be sure you are selling quality. All items are manufactured under the strictest quality conditions. Extra inspection and finishing steps are involved to insure fittings that are strong, produced within close tolerances, and cleanly finished to give snag-proof material for wiring jobs.

- **CATALOG:**

The Midwest catalog has been carefully designed as a complete and convenient sales tool for use by your salesmen when dealing with the trade. It also provides a simplified classification of material to facilitate your customers' selection of electrical wiring products. The number of items illustrated, and the descriptive information contained in it, have established this catalog as a standard reference for electrical wiring products.

*Sold Through Electrical Wholesalers*





- **"PRODUCT-IDENTIFIED" PACKAGING:**

Each standard shipping container and standard inner carton is clearly labeled with description of contents. Label includes; item illustration, description, size, catalog number and quantity.

- **PROMPT ORDER PROCESSING:**

Each order is immediately acknowledged and scheduled for prompt, orderly processing and shipment. Deliveries are scheduled to your ramp . . . or to your customer's job site . . . smoothly, regularly, and without month-end speedup.

- **MISSIONARY WORK:**

Midwest District Representatives are located strategically across the country. They are specialists in "roughing-in" electrical materials; in addition to Midwest, they handle other closely allied lines. They spend their time with your customers building acceptance for Midwest electric products.

- **REFERRALS:**

Inquiries from the trade in your area are referred promptly to your organization for follow-up by your own salesmen.

- **PRODUCT DEVELOPMENT:**

Look at recent Midwest fitting developments . . . particularly design details which save installation time. At every step in fitting manufacturing operation, you will find Midwest quietly in tune with the electrical industry's needs and progress.

- **ADVERTISING:**

A regular advertising schedule in Electrical Construction and Maintenance takes Midwest sales messages to the electrical buying power authority of your customer and prospect organizations. Heavy attention to product listings is featured in the annual Electric Products Guide.

- **DISTRIBUTOR POLICY:**

When you work with Midwest, you can be sure that you are operating within a distributor policy which has been formulated to ease your problems, at each step in your relations with us, as your supplier.

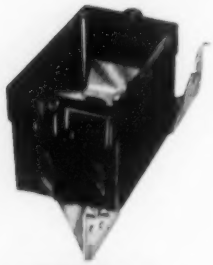
**Midwest Electric Mfg. Company**

MANUFACTURERS OF ELECTRICAL WIRING PRODUCTS

1639 W. WALNUT STREET
Chicago 12, Illinois

# NO SHELF SPACE REQUIRED...

## ...for all these HIDDEN VALUES in EVERY UNION PRODUCT



**SERVICE.** Prompt factory shipments plus strategically located warehouses in major distribution centers assure outstanding service.

**PRICE PROTECTION POLICY.** A liberal price protection policy assures you increased profits on this fast moving line.

**ACCEPTANCE.** Universal acceptance based on high quality standards and backed by our 100% wholesale distribution policy.

**PROMOTION.** Active field promotion with contractors on the job, plus point of sale displays and a liberal sample service.

**ADVERTISING.** A continuous advertising campaign, directed through national, regional and local trade journals, helps you turn your inventory.

**UNION INSULATING CO., Parkersburg, West Virginia**

# YOUR LONG-RUN PROFITS DEPEND ON THE FIXTURE ITSELF!

If you are looking to a future increase in your business and your profits—be sure you get KIRLIN Fixtures when you ask for them. Their many advantages for your customers, and the greater light output, help to build good will for your business. Their many direct advantages to you, such as easier and quicker installation, make more money for you.

However, KIRLINs are being imitated in appearance just like the leading products in other fields are imitated. The distinctive color combination on recessed fixtures, the white frame and bright metallic door, was originated and *copyrighted* by KIRLIN; how many other makes can you name who have tried to make their fixtures "look like KIRLINs?"

## These exclusive features and policies have yet to be equalled:

★ *GREATEST VARIETY OF LENSES*

★ *SOLD ONLY THROUGH TRADE CHANNELS*

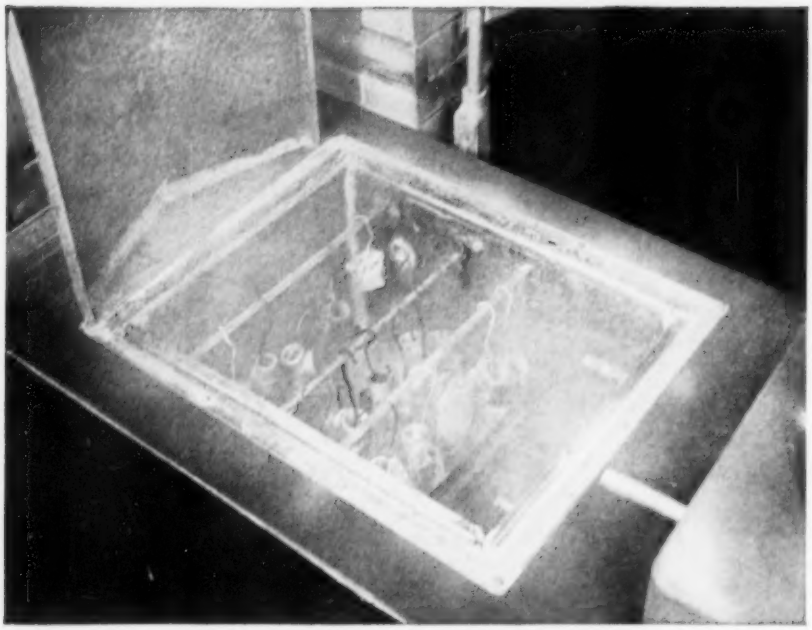
★ *GENUINE GLASSURFACED ALUMINUM REFLECTORS*

• MADE IN ALL SIZES — SQUARE OR RECTANGULAR — AND IN FLUORESCENT

• WIDE-ANGLE OR CONCENTRATING LENS • EASILY INSTALLED BETWEEN JOISTS • IN STOCK AT LEADING WHOLESALERS • UL AND IBEW LABELS

LARGEST SELLING RECESSED LINE—MILLIONS IN USE EVERYWHERE

**The KIRLIN CO.** 3435 E. JEFFERSON AVE. DETROIT 7, MICHIGAN



*This is the standard salt spray equipment used by Killark to test the effectiveness of the newly developed protective coating for its line of aluminum fittings. This was one of the steps in a long series of tests to develop a surface protection that would extend well beyond the natural corrosion resistance of Killark's exclusive Alumalloy construction—and provide extra resistance even for highly abnormal atmospheres.*

## Electrical Conduit Fittings and . . .

# THE FIGHT AGAINST RUST AND CORROSION

### The Story of How Constant Killark Research is Producing Fittings of High Corrosion Resistance ---Even in Abnormal Atmospheres

**by James Grindell, Sales Manager, Killark Electric Mfg. Co., St. Louis**

The expression "corrosion-resistant fittings" has been a part of this industry's vocabulary for a number of years —but, because it is a relative term, it has little descriptive value.

Consider the plated iron casting for example. True, this plate is of itself resistant to corrosive action. But once this surface protection is broken or interrupted through normal exposure or other means, the naked iron starts to rust immediately, continues to rust and flake off until the fitting is useless.

## FIRST CAME THE ALUMINUM FITTING . . .

At a later date, our struggle against corrosion, came the cast aluminum fitting. The Killark Electric Mfg. Co. pioneered this field with its own exclusive Alumalloy—the first major improvement in electrical conduit fittings in over fifty years.

## . . . THEN THE DIE-CAST FITTING

The cast aluminum fitting was followed by the Killark Die-Cast Aluminum Fitting. Not only was it aesthetically more attractive, with its smoother interior and exteriors, but it was found to be even more corrosive resistant because of its closer granular structure created by great die-casting pressures.

Competitively, Killark was in a position to sit back and say "never a finer fitting." But because pioneership frequently assigns the role of leadership, Killark was not content to produce a good fitting without asking "how can we make it even better?"

## MOST MODERN CASTING METHODS

Three basic casting methods are employed:

1. Sand cast (gravity poured)
2. Permanent mold (gravity poured—steel dies)
3. Die Cast (pressure fed—steel dies)

The casting method used is determined by the nature and shape of the individual fitting. With the recent addition of a 800 ton die cast machine extremely large size fittings can now be die cast.

Killark research has indicated that the metallurgical content of the aluminum alloy used in the casting is less important than the casting *surface*. The tighter the grain surface, the less chance for the elements to get between the metallic "grains" and begin their corrosive action.

## KILLARK DEVELOPS SPECIAL PROTECTIVE COATING—added protection for Abnormal Conditions

Even with the most modern casting methods, the question reappeared: how can we make an even better fitting? What about those abnormal atmospheres of excessive corrosion activity? Out of such questions Progress is born.

The next logical step was the development of a protective covering to effectively aid in the fight for a better product. This added protection is "first line of defense" in areas *where unusually corrosive chemicals are in constant use*. Even should this covering be penetrated, the aluminum still provides its own protective oxidation and close granular structure to resist further corrosion.

This new coating consists of an inert vehicle to which has been introduced a specially compounded ingredient that actually penetrates into the dense skin of the Alumalloy casting to become a part of the fitting—completely sealing even the most microscopic pores along the metal grain boundaries.

## COATING EXCEEDS TESTING NEEDS

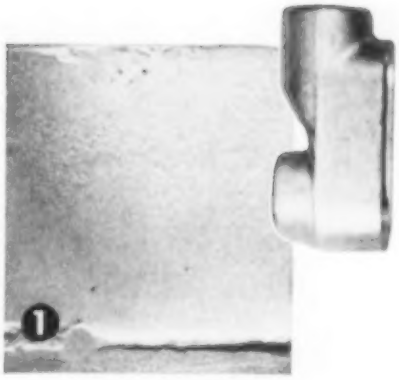
Is this additional protection warranted? The searching and impartial results of Standard ASTM Salt Spray Tests have already proved that no fitting stands up as does Killark. Competitive aluminum and plated iron fittings were subjected to this test along with the Killark-created. In a test where 125 hours are acceptable, the Killark Coated Fittings had already withstood over 300 continuous hours, when it was withdrawn for the photographs shown elsewhere on this page. (Competitive fittings were withdrawn from the test after 125 hours. See photo.) Even then, *there was no evidence of any breakdown in the surface coating!*

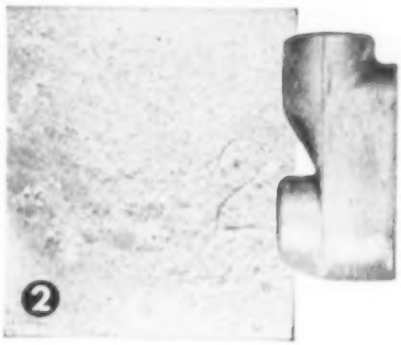
## WHAT ABOUT THE FUTURE?

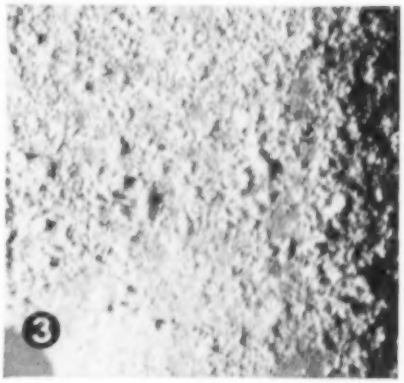
We think this entire Killark story of "Men Against Corrosion" is indicative of Killark's strong belief in continuing research. Because progress never stands still, Killark is always seeking better ways to serve the electrical industry. That's why we say . . .

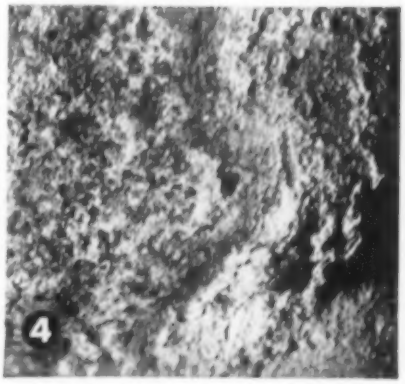
## "FOR THE FINEST—AND THE LATEST—IN ELECTRICAL CONDUIT FITTINGS LOOK TO KILLARK"

***The photos at the right show close-ups of the surfaces of several different types of fittings, and the varying corrosive effects of the salt spray on each. Photo no. 1 is a Killark fitting prior to the salt spray test, while photo no. 2 reveals the close-up surface of the same type Killark fitting (with special protective coating) after exposure to over 300 hours of the salt spray. The slight textural difference in no. 2 is due to salt encrustation, not corrosion. There is, in fact, no evidence of breakdown of any kind in the surface coating of No. 2. Photo no. 3 reveals what happens to the surface of a competitive aluminum fitting after a test period of only 125 hours. And photo no 4 shows the highly pitted results on a cadmium plated iron fitting. The same photographic lighting conditions were used in producing all these photos.***



# NEW HATFIELD composite based on

# wire and cable price list

# work-saving NAED recommendations!

## Simplifies Reference... Cuts Clerical Time!

***NOW . . . FOR THE FIRST TIME . . .***

you can immediately quote prices and discounts on wire and cable without searching through page after page of lengthy price list books! This new Distributors Composite Price List is an instant reference on *all* types of Hatfield building wire, power cable and cords in standard quantities, including reels!

***MEETS NAED RECOMMENDATIONS!***

This practical, work-saving distributor aid is just one more example of how Hatfield Wire & Cable plans its operation to meet the needs of the distributor — as expressed by *you* individually as well as collectively through the Catalog Committee of the National Association of Electrical Distributors!

- **ONE sheet instead of fifty!**
  Substantially lessens clerical work.
- **No bulky price list book!**
  Simplifies internal operation, increases your salesmen's effectiveness and efficiency.
- **Easy to read . . . long handling life!**
  Durable, copper-coated paper is quickly identified, too.

***Another Hatfield first . . .***

**color-keyed packaging!**

*Speeds stocking and handling . . . permits quick inventory control!*

*Today, check your nearest Hatfield representative for your copy of the new composite price and discount list. One more reason why Hatfield's products and services are the best deal . . . in carton, coil or reel!*

MANUFACTURERS OF ALL TYPES OF INSULATED WIRE & CABLE

**HATFIELD WIRE & CABLE DIVISION**

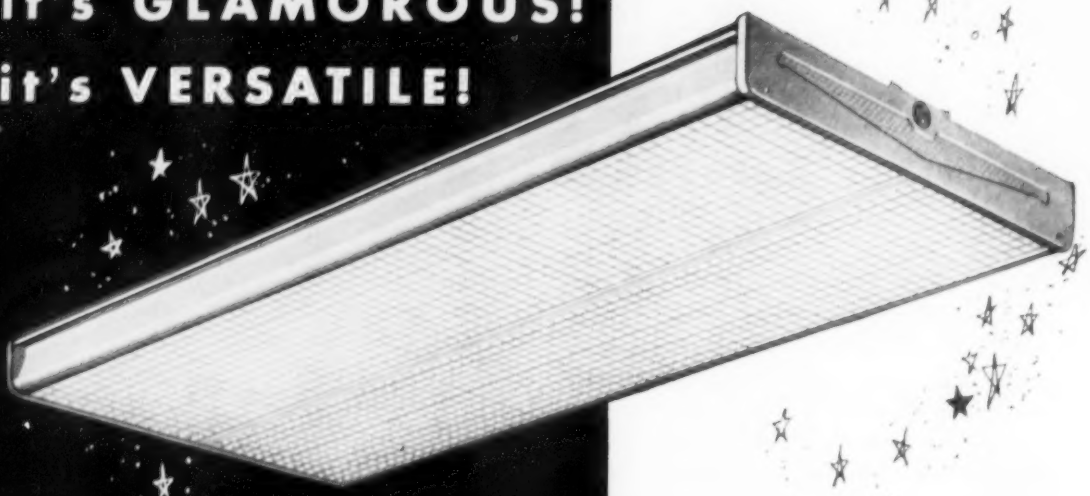
OF CONTINENTAL COPPER & STEEL INDUSTRIES INC.

*National Sales Offices*

Atlanta • Baltimore • Boston • Cincinnati • Chicago • Cleveland • Dallas • Detroit • Greensboro, N. C. • Houston • Indianapolis • Kansas City, Mo. Louisville • Los Angeles • Miami • Milwaukee • Minneapolis • Newark • New Orleans • New York • Philadelphia • Pittsburgh • Richmond • San Francisco St. Louis • St. Paul • Syracuse • Tampa • Washington, D.C.

***While at the NAED Convention, visit Hatfield's Hospitality Suite, Hotel Dennis, Room 441***

# it's BEAUTIFUL!
# it's GLAMOROUS!
# it's VERSATILE!



# it's *Edge-Glo* by CURTIS

## IT'S BEAUTIFUL:

A spectacular glowing beauty that will enhance the appearance of any interior. The new Curtis Edge-Glo is long, thin (overall depth just 3½") with side panels softly illuminated by reflected light to give new modern ceiling construction an effect so startlingly beautiful that it offers unlimited design possibilities.

## IT'S GLAMOROUS:

This glamorous luminaire brings startling effects to any new or existing decorative motif. It is sleek, streamlined, sparkling, the new Edge-Glo lends itself to dazzling effects that challenge even the most daring imagination. It may be close-ceiling mounted as a direct luminaire or pendant mounted for a 50-50 direct-indirect light distribution.

## IT'S VERSATILE:

This new Curtis unit satisfies modern architectural design demands as well as high-quality illumination requirements. Unlimited designs may be achieved by mounting units individually, in patterns, or in continuous lines. Edge-Glo utilizes 2, 4 or 6 40-Watt, T12, 48" rapid start lamps. It is available with either rigid molded polystyrene plastic egg crate louver or Holophane No. 6016 plastic Controlens®. The new Curtis Edge-Glo is constructed of aluminum, Alzak processed after forming, or baked white Fluracite enamel.

For further details send the coupon today or contact the Curtis Lighting Specialist nearest you.

® Holophane Company, Inc.

CURTIS LIGHTING, INC.

**CURTIS LIGHTING, INC.**
6135 West 65th Street • Chicago 38, Illinois
In Canada: Curtis Lighting of Canada, Ltd.
195 Wickstead Ave., Leaside, Toronto 17, Ont., Canada

**SEND COUPON FOR COMPLETE INFORMATION**

**CURTIS LIGHTING, INC.**
6135 W. 65th Street, Chicago 38, Ill. Dept. F44-EG

Gentlemen:
Please send me further details on the new Curtis Edge-Glo luminaire.

NAME .....

ADDRESS .....

CITY ..... STATE .....

# Conduit of COLUMBUS gives you ALL of these features -

Conduit of COLUMBUS couplings are engineered to ensure uniform quality. Each one must pass a rigid inspection of threading, chamfering and finish. Fittings are our only products. The steady growth of Conduit of COLUMBUS depends upon precision and quality production. You will find a constantly increasing demand for Conduit of COLUMBUS fittings, attractively packaged at no extra cost.

SOLD ONLY THROUGH RECOGNIZED WHOLESALERS

THE CONTENTS OF THIS PACKAGE BEAR THE LABEL OF Underwriters' Laboratories, Inc. UL

Look for this label when you buy fittings.

Conduit of COLUMBUS, OHIO

**CONDUIT PIPE PRODUCTS CO.,**

**PIPE COUPLINGS • PIPE NIPPLES • ELBOWS, RIGID & E.M.T.**
**RUNNING THREAD • GOOSENECKS • WALL PLATES**

# MEET JOHN KELLY

Globe's General Sales Manager

# at the NAED Convention

at the Globe Suite,
Hotel Ambassador
and Booth 609
at the Convention

He'll tell you all about GLOBE's brand new gigantic profit-building lighting fixture promotion . . . and your chance to cash in on the multi-million dollar home lighting programs aimed at your customers.

**IT'S EASIER TO SELL GLOBE...
THAN TO SELL AGAINST IT!**

# GLOBE LIGHTING PRODUCTS, INC.

1710 Flushing Avenue, Brooklyn 37, N. Y.

Write today for your copy of the full color Globe catalog, and see the complete line at our New York showroom: 16 East 40th Street.

**"Leaders in lighting for over a third of a century"**

# WIRE BY PHELPS DODGE

New York's newest and finest show place is the 35-million-dollar Coliseum and adjoining 20-story office building. The four-story Coliseum provides the most modern facilities available anywhere for trade shows, exhibitions and conventions of all kinds.

This impressive hall is another of the outstanding structures throughout the country in which Phelps Dodge wire and cable was selected to assure safe, dependable electric service.

Approximately 285 miles of Phelps Dodge wire and cable supply current for the brilliant interior lighting — lighting twice as bright as that of the average office.

* * *

On every wiring job, large or small, where top-quality materials, expert workmanship and experienced "know-how" are called for, *it pays to rely on Phelps Dodge and your Phelps Dodge distributor!*

**PHELPS DODGE COPPER PRODUCTS CORPORATION**

**SALES OFFICES:** Atlanta, Birmingham, Ala., Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Fort Wayne, Greensboro, N. C., Houston, Jacksonville, Kansas City, Mo., Los Angeles, Milwaukee, Minneapolis, New Orleans, New York, Philadelphia, Pittsburgh, Portland, Ore., Richmond, Rochester, N. Y., San Francisco, St. Louis, Seattle, Washington, D. C.

# *Announcing*

# ADVANCE

# BALLAST SERVICING PLAN

This ADVANCE Fluorescent Lamp Ballast Servicing Plan has been established to save time and money for electrical contractors, lighting equipment manufacturers, engineers, electric utilities, architects and users of fluorescent lighting equipment. To serve you in this program ADVANCE, the world's largest exclusive ballast manufacturer, has appointed a nationwide network of service-stocking distributors. These authorized distributors carry a complete stock of ADVANCE ballasts and will replace, WITHOUT CHARGE, any ADVANCE ballast which becomes inoperative within the two-year warranty period. Also, from this ADVANCE stock, which includes ballasts to operate all fluorescent lamps, they offer immediate replacement service for any other make ballast.

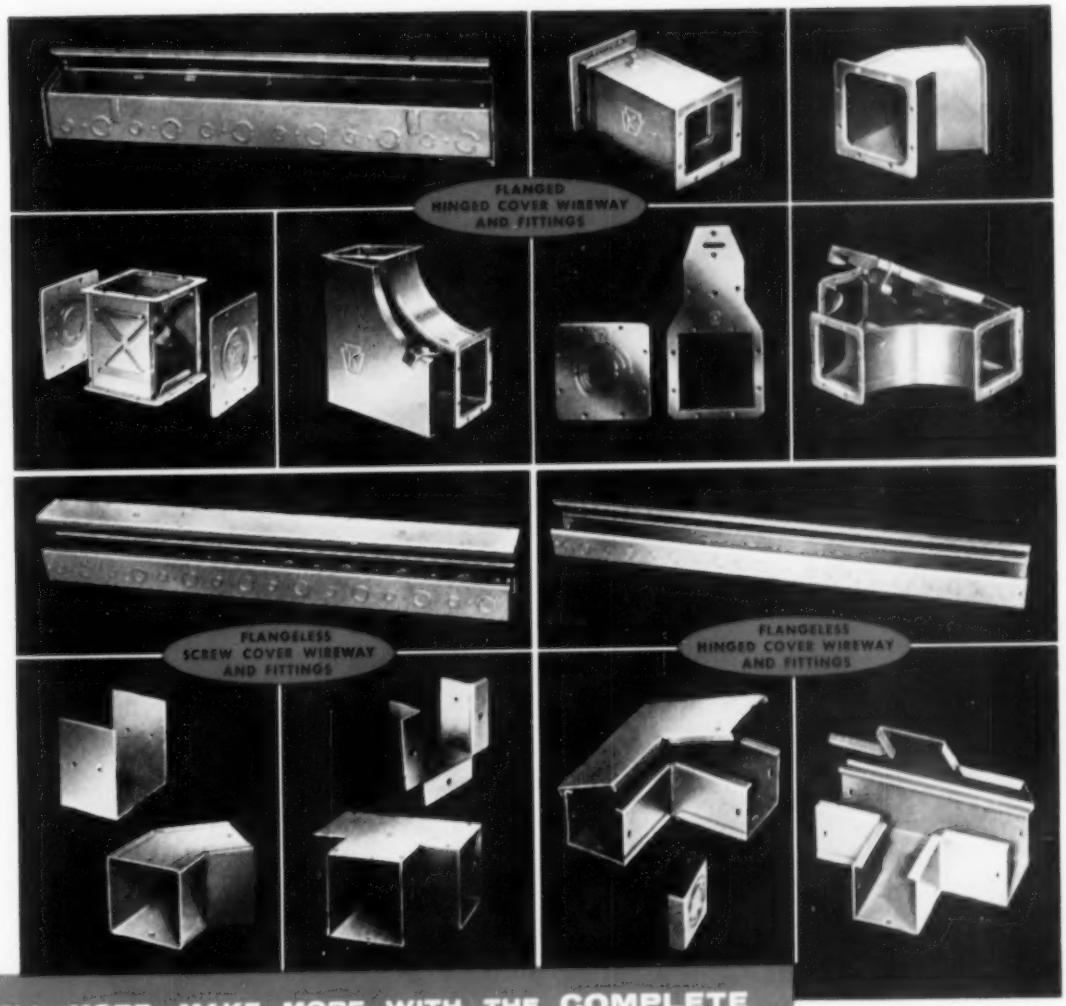
The ADVANCE label is your assurance of dependable, efficient performance at lowest cost . . . the result of years of engineering and development that have made ADVANCE fluorescent lamp ballasts "The Heart of The Lighting Industry".

**The new ADVANCE Buyer's Guide, the Cross-reference Fluorescent Lamp Ballast Replacement Chart together with the brochure listing authorized ADVANCE Service-Stocking Distributors will be sent to you without cost or obligation. Write today!**

ADVANCE TRANSFORMER CO.

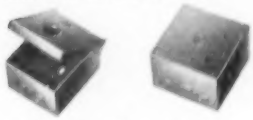
CBM CERTIFIED

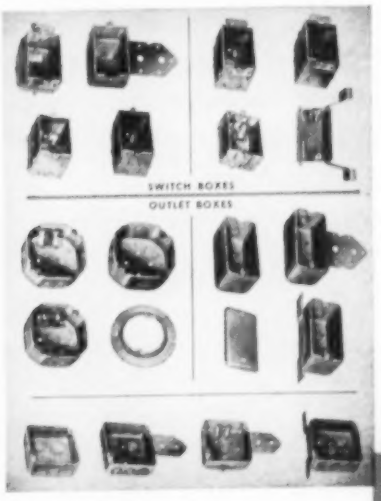
World's Largest Exclusive Manufacturer of Fluorescent Lamp Ballasts




# SELL MORE, MAKE MORE WITH THE COMPLETE KEYSTONE QUALITY LINE

CABINETS AND PULL BOXES






No doubt about it! When it comes to wiring installation jobs, you can get *what* you want *when* you want it from the Keystone Quality Line. Wireways, for example, are available in both flanged and flangeless styles . . . with hinged or screw covers . . . with or without knockouts . . . and in sizes ranging from 2½" x 2½" x 1' through 8" x 8" x 5'. There's a wide selection of auxiliary fittings to choose from, too, plus cutout boxes and pull boxes in more than 50 different stock sizes . . . and a variety of telephone and current transformer cabinets to meet your exact requirements. And if it's outlet boxes or switch boxes you're looking for, you'll find that Keystone has them . . . in almost every type and size, with proper covers, too. What's more, every item in the Keystone Line is quality-built, priced right, and stocked for immediate shipment direct from factory warehouses! Want more information? Send for your free copy of the new illustrated Keystone catalog today!

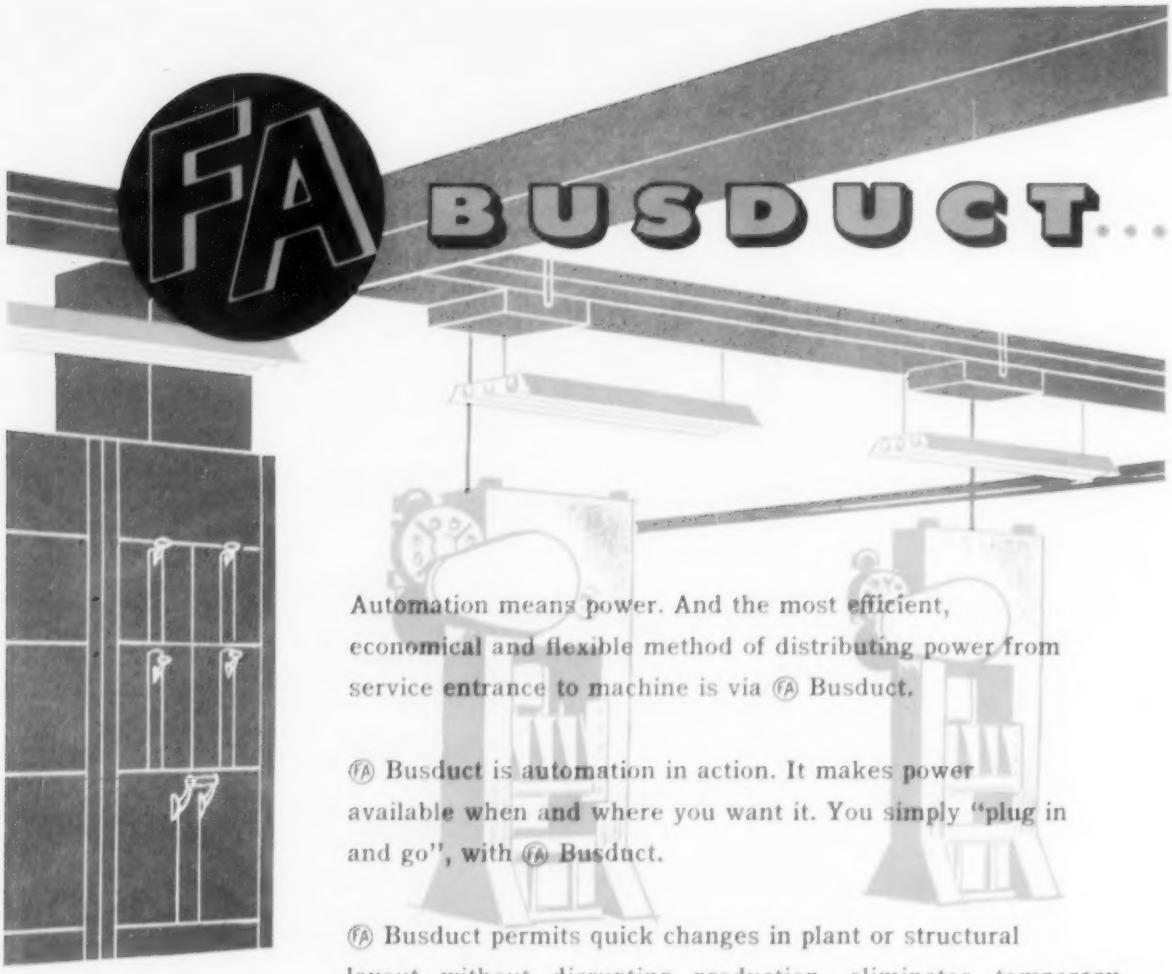
It pays to figure on Keystone

**KEYSTONE MANUFACTURING COMPANY**

23328 SHERWOOD AVENUE • CENTER LINE (Detroit) MICHIGAN

*. . . the Complete Line of Wiring Installation Equipment*

**SOLD ONLY THROUGH RECOGNIZED ELECTRICAL DISTRIBUTORS**




Automation means power. And the most efficient, economical and flexible method of distributing power from service entrance to machine is via FA Busduct.

FA Busduct is automation in action. It makes power available when and where you want it. You simply "plug in and go", with FA Busduct.

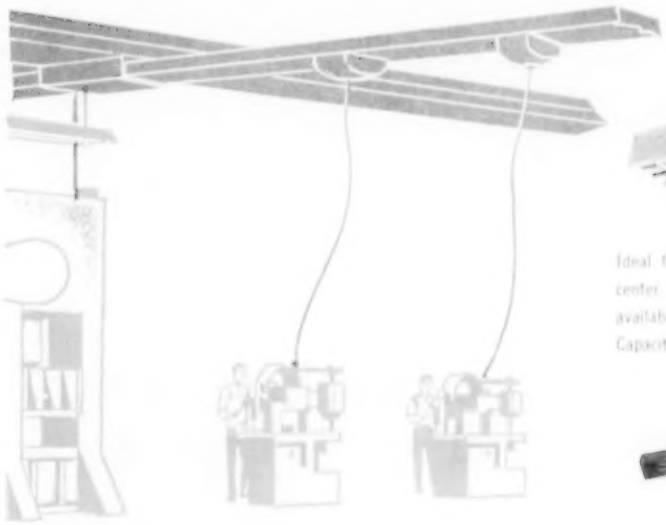
FA Busduct permits quick changes in plant or structural layout without disrupting production, eliminates temporary connections and long lead-ins, cuts maintenance costs and affords other savings by reducing power loss caused by voltage drop to a minimum. Too, it is 100 percent salvageable.

FA Busduct is approved by the Underwriters' Laboratories, Inc., for label service. It is made in standard lengths, and can be used to fit almost any electrical requirement. Sections can be run horizontal, or vertical, on floor level or overhead, through walls and tunnels, with raintite or dustite construction for special installation.

For the maximum in efficiency, economy and flexibility of plant operations, install FA Busduct, the modern system of power distribution.

*For further information about FA Busduct consult your nearest FA representative listed in Sweet's or write for Bulletin.*

# the backbone of AUTOMATION



## FEEDER BUSDUCT

Ideal for conducting heavy current from service entrance to distribution center. Available in single bar and Hi-Efficiency types. Hi-Efficiency duct is available in three types open, protected ventilated and totally enclosed. Capacities 600 to 4000 amps, 600 volts and less.

## POWERPLUGIN MIDGET SIZE

Provides "plug in and go" power for all small installations. Made in five and ten foot sections with plugin outlet every 12 inches. Ratings 100 amperes, 250 volts feeder capacity. Also available in 2, 3 and 4 conductor, solid neutral types.

## POWERPLUGIN

Provides plug in outlet every foot of the way. (Standard with outlets on 10 inch centers on one side. Available also with outlets on 20 inch centers on both sides.) Excellent for connection of machines, closer grouping of equipment etc. Ratings 225 to 1500 amps. 600 volts AC and less, with Klampswitch uz, Shuflbrak and Circuit Breaker plugin devices for 200 amperes or less.

## WIRE AND CABLE DUCT

Provides complete distribution system for electric lights, heat or power and a signal system such as permitted under the National Electric Code Rules. Ideal for bringing a number of wires into a limited space. Duct in 2½" x 2½", 4" x 4" and 6" x 6" in size and is available in 1, 2, 5 and 10 foot sections with elbows, end enclosures, tees, etc. Special types available.

**Frank Adam Electric Co.**

Phone JEfferson 3-6550

BOX 357, MAIN P. O. • ST. LOUIS 3, MO.

*makers of:*
*busduct • panelboards • switchboards*
*service equipment • safety switches*
*load centers • Quikheter*

# goes your sales impact when you use these sales aids to sell Republic "Inch-Marked" E. M. T. exclusives

They're an effective way to add punch to your sales pitch at very little extra effort or expense.

Simply order a supply of ad reprints—Sweet's Catalog reprints—stuffers—folders—all yours for the asking. Then plan periodic mailings and let them go to work for you.

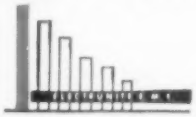
A hard-hitting campaign of consistent impressions—plus a good product story—are sure to soften a prospect. One thing is certain, he'll be Republic "Inch-Marked" E. M. T.-conscious. With sales follow-up you may get his next raceway order along with his other electrical supplies.

So swing into action and make your salesmen's job easier, more profitable. Write us and we'll forward a supply of promotion materials *bearing your imprint.* Or call your Republic Representative.

**"INCH-MARKED"**® ... an exclusive sales feature that teams up with the ELECTRUNITE Bender for easier fabrication and installation. In sizes ½", ¾", 1" and 1¼".

**"GUIDE-LINED"** ... newest exclusive sales feature for easier bending alignment and better visibility. Eliminates "wows." On sizes ½", ¾", 1" and 1¼".

**INSIDE KNURLING** ... another ELECTRUNITE exclusive. By actual tests makes wire-pulling easier. In sizes ½", ¾" and 1".




**ACCEPTANCE** ... first in preference by brand name in unbiased surveys ... an ELECTRUNITE feature.

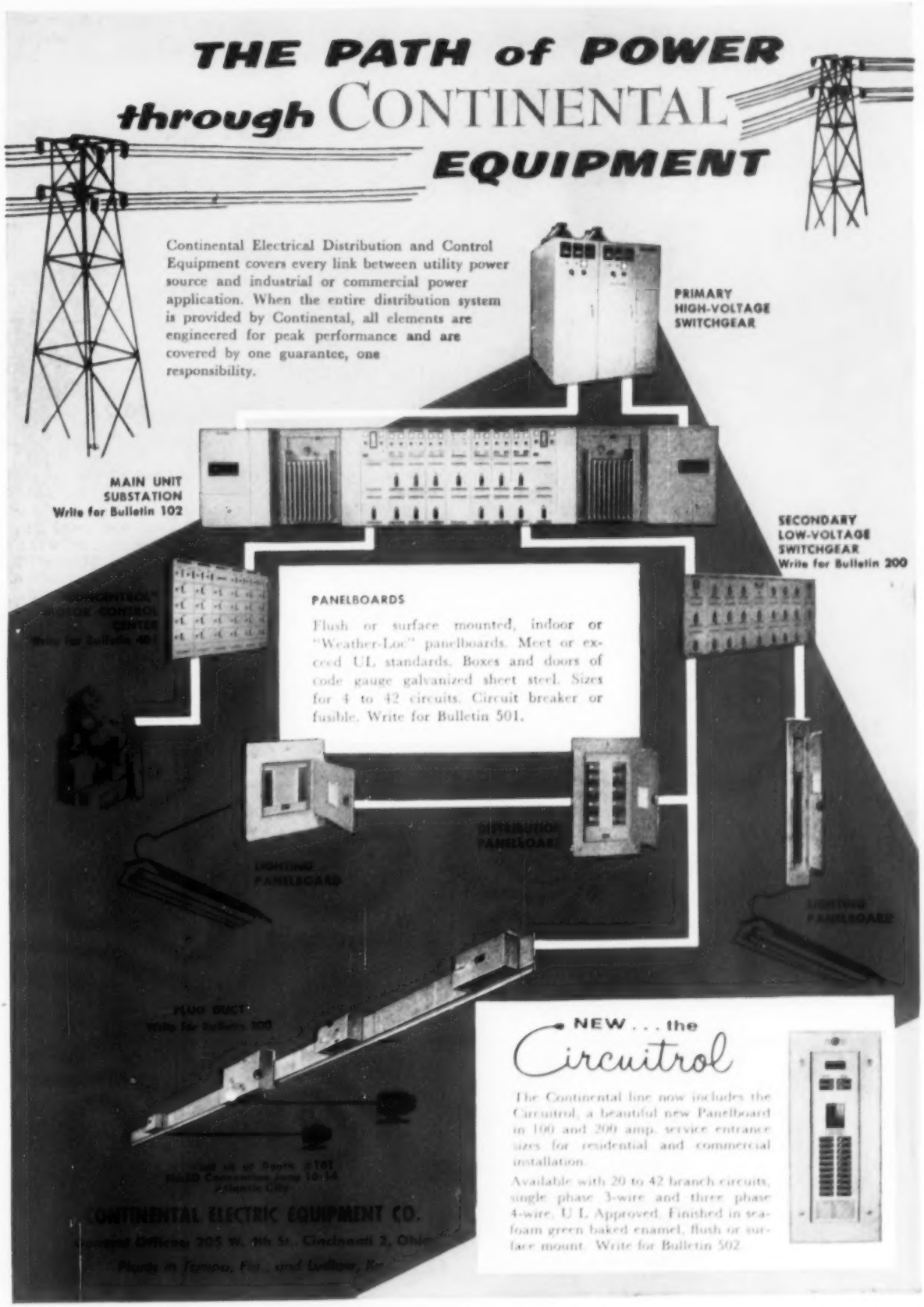
**BENDING INSTRUCTIONS** ... for the ELECTRUNITE® bending system ... an ELECTRUNITE extra.

## REPUBLIC STEEL

REPUBLIC STEEL

**STEEL AND TUBES DIVISION**
**215 East 131st Street • Cleveland, Ohio**

*World's Widest Range of Standard Steels and Steel Products*


THE PATH of POWER
through CONTINENTAL
EQUIPMENT
Continental Electrical Distribution and Control Equipment covers every link between utility power source and industrial or commercial power application. When the entire distribution system is provided by Continental, all elements are engineered for peak performance and are covered by one guarantee, one responsibility.
PRIMARY HIGH-VOLTAGE SWITCHGEAR
MAIN UNIT SUBSTATION
Write for Bulletin 102
SECONDARY LOW-VOLTAGE SWITCHGEAR
Write for Bulletin 200
PANELBOARDS
Flush or surface mounted, indoor or "Weather-Loc" panelboards. Meet or exceed UL standards. Boxes and doors of code gauge galvanized sheet steel. Sizes for 4 to 42 circuits. Circuit breaker or fusible. Write for Bulletin 501.
DISTRIBUTION PANELBOARD
LIGHTING PANELBOARD
LIGHTING PANELBOARD
NEW . . . the
Circuitrol
The Continental line now includes the Circuitrol, a beautiful new Panelboard in 100 and 200 amp. service entrance sizes for residential and commercial installation.
Available with 20 to 42 branch circuits, single phase 3-wire and three phase 4-wire, U L Approved. Finished in sea-foam green baked enamel, flush or surface mount. Write for Bulletin 502.
CONTINENTAL ELECTRIC EQUIPMENT CO.

# New Stonco No. 64 Superspot

## gives 121,500 CP for only 500 watts

### *and adapts easily for all outdoor lighting jobs*

The most powerful sealed beam lamp ever designed for commercial service is the bright power heart of the new Stonco 64 Superspot. Over 121,500 candlepower is packed into a long-throw beam that consumes only 500 watts current.

Ball parks, athletic fields, golf driving ranges, freight terminals, industrial yards — these are just a few of the places where the Stonco 64 gives you more light, where you need it most, for less money.

Precision-designed for efficiency, and precision-built for long trouble-free service, the 64 is extra-heavy-duty cast aluminum, with big internal and external ribs to provide greater surface for rapid heat dissipation. Simple installation, no maintenance, and the *lamp stays bright for life.*

**Look at these special features**

**Raintight:** For all-weather use in any position.

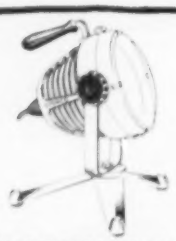
**Double the Lamp Life:** Rated 2,000 hours — twice that of ordinary lamps.

**Pre-Aiming Quadrants:** Both vertical and horizontal for easy pre-positioning.

**Locked-In Focus:** Interlocking teeth anchor the unit firmly in position as set, regardless of vibration, pole sway or shock.

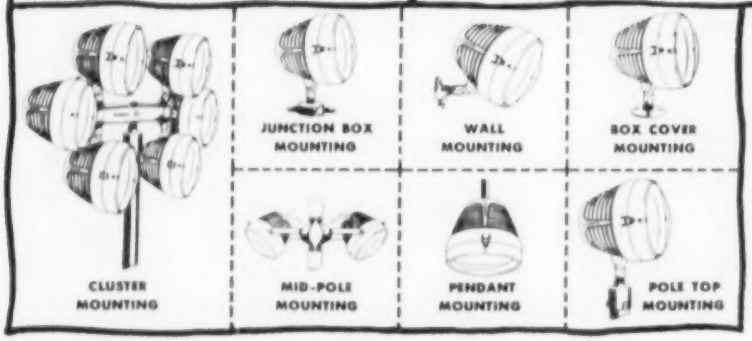
**Maintenance-Free:** Never needs cleaning — sealed beam reflector stays mirror bright.

## A full line of models for any outdoor installation



**STONCO PORTABLE 64**—Only 13 pounds light, but with big lighting capacity right in your hand. Ideal for all field work, fire departments, emergency crews.

**STONCO SPORTSLIGHTER**—A new way to have top professional athletic field lighting, well within a tight budget. Write for full details.




*Write for free additional information*

For outdoor lighting It's Stonco

**Stonco**

**ELECTRIC PRODUCTS CO.**
Kenilworth, New Jersey

Although Circle is one of the country's largest producers of building wire and cable, customers can still call headquarters direct for immediate personal attention.

# WHY CIRCLE CAN "TURN HANDSPRINGS"

## *on shipments needed yesterday!*

Your Circle distributor doesn't have to build any fires under us to get fast action on building wire and cable you need in a hurry.

That's because giving this kind of fast service is a basic policy of Circle's—the result of a flexible organization that's out of sympathy with "red tape," "stuffed shirts," and routine treatment of emergency orders.

When a Circle distributor wires or phones to ask for a shipment "needed yesterday," he knows he can get to anyone from the president on down—and get immediate personal attention.

Chances are, however, he rarely finds himself in that kind of a spot. His own ample stocks of top-quality Circle wire and cable are backed by a nearby completely-stocked Circle warehouse—*one of twenty-two* strategically located across the country.

That is why working through a Circle distributor is always your best assurance of adequate supplies—quickly and dependably delivered to the site. Circle Wire & Cable Corp., 5500 Maspeth Ave., Maspeth, Long Island, N. Y.

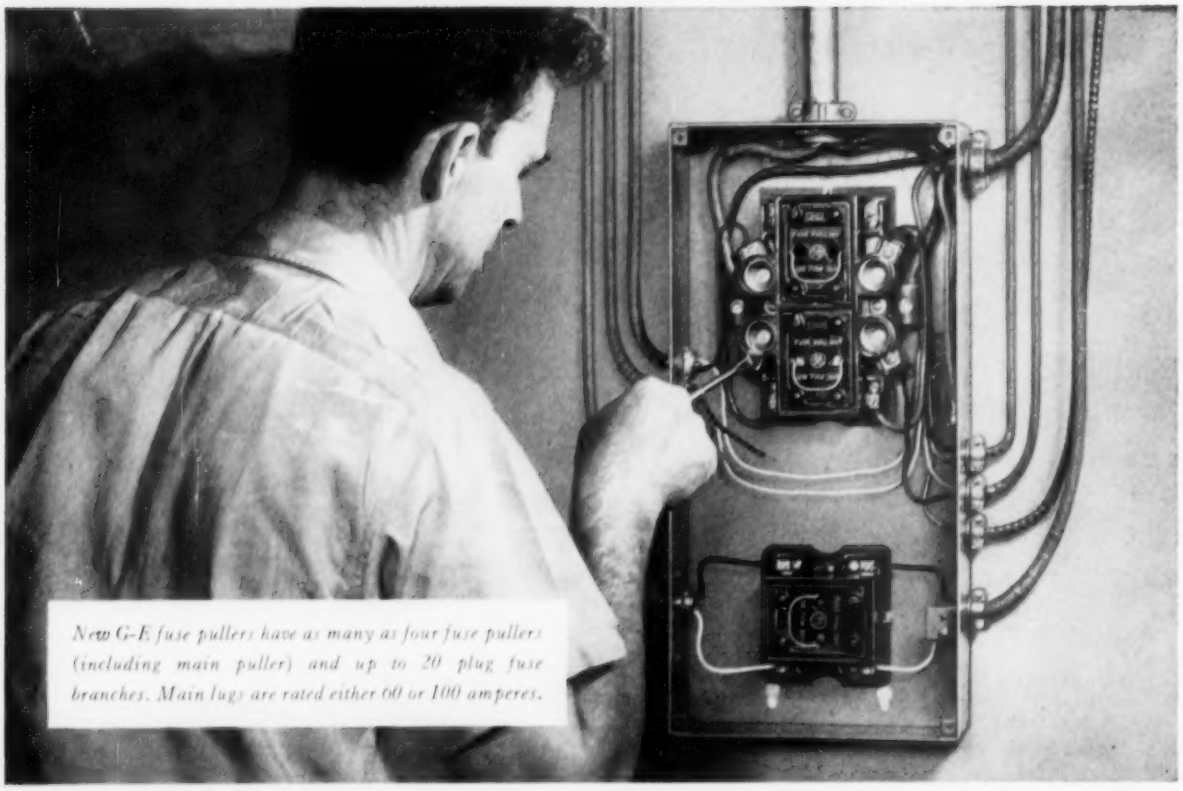
Circle maintains a national network of 22 well-stocked warehouses to help your distributor provide fast local deliveries of top-quality building wire and cable.

# CIRCLE

**WIRE & CABLE**
*a subsidiary of*
**Cerro de Pasco Corporation**

**PLANTS**: Maspeth and Hicksville, N.Y. **SALES OFFICES & WAREHOUSES**: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Dallas, Des Moines, Detroit, Houston, Jacksonville, Los Angeles, Miami, Minneapolis, Nashville, New Orleans, Omaha, Philadelphia, Pittsburgh, Portland, Ore., San Francisco, Seattle, St. Louis. **ADDITIONAL SALES OFFICES**: Cleveland, Davenport, Ia., Newark, New Haven, New York, Utica.

RUBBER COVERED WIRES & CABLES · VARNISHED CAMBRIC CABLES · PLASTIC INSULATED CABLES · NEOPRENE SHEATHED CABLES



*New G-E fuse pullers have as many as four fuse pullers (including main puller) and up to 20 plug fuse branches. Main lugs are rated either 60 or 100 amperes.*

# Straight-in wiring and slide-out interiors in new G-E fuse pullers simplify job from start to finish

**7 fusible devices offer 7 quality extras at no extra cost**

1. **Straight-in wiring** for quick connections. No looping wires around screws, just insert and tighten. Grips like a bear trap.

2. **Exclusive slide-out interior** gives plenty of working room. No screws to fumble with or lose. Interior slides in and out with perfect alignment.

3. **Narrow, shallow box** construction makes it easier to mount box flush with wall. A G-E exclusive.

4. **Plenty of easily removed knockouts** make it simple to bring cable into box at most convenient place.

5. **Current-carrying parts are silver-plated** for cool operation, won't waste electricity. A G-E exclusive.

6. **Snap-action fuse puller** prevents partial contact. Exclusive construction helps prevent overheating, nuisance fuse failure and call backs.

7. **Bonderite* finish** resists corrosion; protects against rust. Another G-E exclusive.

**New G-E fuse pullers have 60 or 100 amp. main lugs.** Seven basic designs include series or parallel wiring and sealable pullers for separately metered equipment. U/L listed. Surface or flush mounted designs. Ready for quick delivery from your G-E Trumbull Distributor.

*Parker Rust Proof Co.

**GENERAL ELECTRIC**

# R&S Industrial LIGHTING FIXTURES

• • • 3 Complete Lines meet every safety lighting need!

DUST-TIGHT

VAPORTIGHT

EXPLOSION-PROOF

## EXPLOSION PROOF

***CLASS I, GROUPS C & D***

For greater safety in hazardous locations wherever flammable materials are made or used. A complete line is available in pendent, ceiling, bracket and hand types — from 100 Watts through 500 Watt sizes. Standard conduit bases permit interchangeability of reflector globe assemblies.

## DUST-TIGHT

***CLASS II, GROUPS E, F & G AND CLASS III***

For hazardous locations where flammable or explosive dusts are present. Streamlined design prevents dangerous accumulation of dust particles. Two exclusive design features facilitate easy cleaning and relamping. Standard pendent and junction box bases accommodate any style of fixture — globe — assembly interchangeably in either 100 Watt or 200 Watt sizes.

## VAPORTIGHT

For efficient illumination and maximum indoor and outdoor protection against non-inflammable gases, vapors, dusts and moisture. A complete line available in pendent, ceiling and bracket types from 15 Watts through 500 Watt sizes. Bases remain vaportight when globes are removed or broken in service.

**R&S** also makes a complete line of marine fixtures and fittings

RUSSELL & STOLL COMPANY, INC. • 125 BARCLAY STREET, NEW YORK 7, N. Y.

# RUSSELL & STOLL

***PRECISION-BUILT ELECTRICAL EQUIPMENT—SINCE 1902***

SEE US AT THE
NAED CONVENTION
JUNE 10-14

interlocked armor cable

UNITED STATES STEEL

# now available up to 4" core diameter

TO meet the demand for larger sizes, Tiger Brand Armorlokt cable is now being made in sizes up to four inches core diameter. Armor can be made from either galvanized steel or aluminum.

Tremendous installation savings are available with these larger sizes of Tiger Brand Armorlokt. The assembly weighs only about 1/3 as much as standard conduit/cable methods. There is no costly conduit bending and fitting. Splices can be made *anywhere* along the cable's length—and quickly, too.

Just call your nearest American Steel & Wire representative.

**A STANDARD TIGER BRAND CABLE FOR EVERY SPECIAL JOB!**

- asbestos wire and cable
- mold cured portable cord
- aerial, underground and submarine cable
- shovel & dredge cable
- paper & varnished cambric cable
- machine tool & building wire
- special purpose wire & cable

**AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL, GENERAL OFFICES: CLEVELAND, OHIO**
COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA., SOUTHERN DISTRIBUTORS
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

## USS Tiger Brand Electrical Wire & Cable

*We'll even give you the shirts off our back.**

**Remember, the more Amprobes your salesmen sell, the more free Van Heusen shirts they win.** If you haven't yet received the simple rules to AMPROBE'S Free Shirt campaign, call your AMPROBE representative today or write Amprobe Division, Pyramid Instrument Corp., Lynbrook, N. Y.

**But we've got thousands of new shirts to give away first.*

# countersign of superior Wires...

Over the counters of leading stores everywhere, the CORNISH spool sells GOOD wires FASTER

RUBBER . . . NEOPRENE . . . PLASTIC . . . IN COLOR TOO

*Sold Only Through Wholesalers*

## replacement cord sets

In addition to industrial and heavy duty cord sets, push CORNISH replacement cord sets for home, farm and office —engineered and produced in modern plants that make these types of equipment for America's leading appliance manufacturers. Write for complete catalog of CORNISH electrical products . . .

*Gluttons for Punishment!*

**CORNISH WIRE COMPANY, INC.**
50 Church Street New York 7, N. Y.

Booth 623
N.A.E.D. Convention
Atlantic City . . . June 10-14th

**REPRESENTATIVES**

• ATLANTA • BOSTON BRIDGEPORT • CHARLOTTE • CHICAGO • CINCINNATI CLEVELAND • DALLAS DENVER • DETROIT
KANSAS CITY • LOS ANGELES • MINNEAPOLIS • PHILADELPHIA PITTSBURGH • ROCHESTER • ST. LOUIS • SAN FRANCISCO • SEATTLE
• Stock carried

# Why Sorgel dry-type transformers were selected

## for the two largest buildings erected in New York City since the war

**SOCONY MOBIL BUILDING,** the largest air-conditioned office building in the world.

*Architects:* Harrison & Abramovitz.
*Associate Architect:* John B. Peterkin.
*Electrical Engineer:* Edward E. Ashley.
*Electrical Contractors:* Fischbach & Moore, Inc.

**NEW YORK COLISEUM,** the largest exhibition building of its kind in the world.

*Architects:* Leon and Lionel Levy, with Aymar Embury II, Otto Eggers of Eggers & Higgins, and John B. Peterkin, as a consulting and advisory committee.
*Engineer:* Guy B. Panero.
*Electrical Contractors:* Jackson-Livingston.

### *Higher Voltage Distribution*

Higher voltage distribution, with dry-type transformers at load centers, which we have been advocating for 40 years, is now recognized as the most efficient and economical method of interior electrical distribution. It has been adopted for the Socony Mobil Building and the new Coliseum in New York City.

### *Most Quiet Operation Demanded*

The engineers' principal requirement was that the transformers have a low sound level. Regular tests, made in our laboratory, prove that the sound level of SORGEL dry-type transformers is well below the established standards. Because of their unusually quiet operation, SORGEL transformers are particularly adaptable for any indoor installations.

### *Liberal Design for Full Rated Load*

SORGEL dry-type transformers are guaranteed to carry the full load continuously at a safe, low operating temperature. They are so liberally designed that they can safely carry an overload during an emergency.

**SORGEL TRANSFORMERS**

***Tested and approved by Underwriters' Laboratories under the Re-examination Service***

**SORGEL ELECTRIC CO., 832 West National Ave., Milwaukee 4, Wisconsin**

*Sales Engineers in Principal Cities*

**SALEM**

ANTIQUE COPPER — 30" TO 48"

**TRADE-WIND**
VENTILATING
# HOODS

**STATIONARY**

STAINLESS STEEL — 30" TO 48"

**TRADE-WIND**
VENTILATING
# HOODS

**STATIONARY**

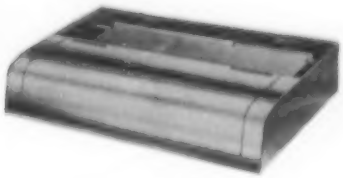
COPPER — 30" TO 48"

**TRADE-WIND**
VENTILATING
# HOODS

**EXPANSION**

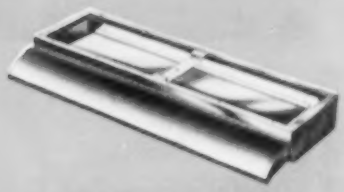
STAINLESS STEEL — 30" TO 54"

**TRADE-WIND**
VENTILATING
# HOODS



**EXPANSION**

COPPER — 30" TO 54"

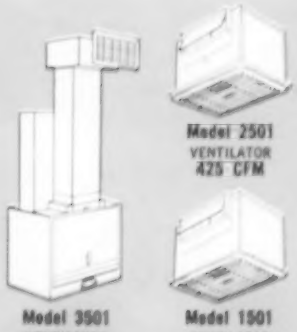


**FOLD UNDER**

STAINLESS STEEL — 39" TO 42"

*Trade-Wind Motorfans, Inc.*

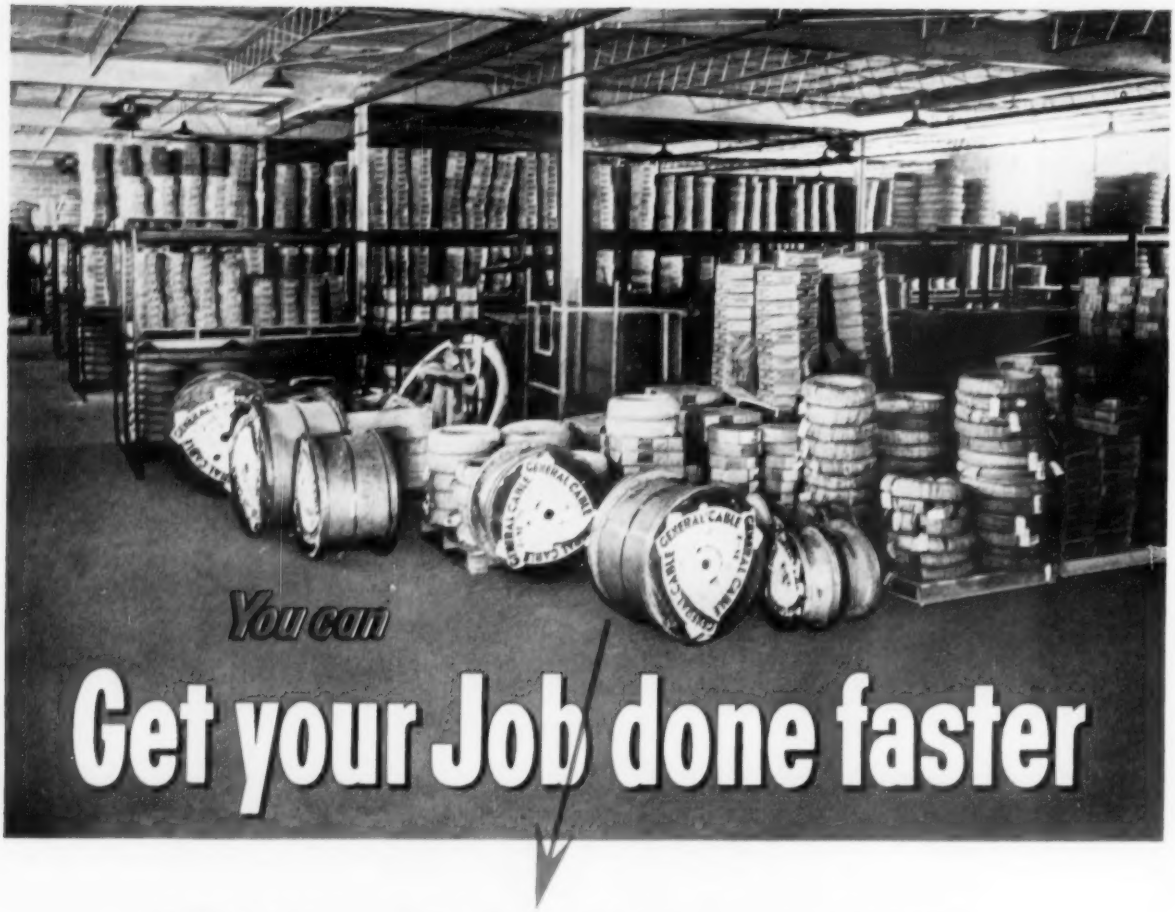
7755 PARAMOUNT BLVD., DEPT. EW
RIVERA, CALIFORNIA



**Model 2501**
VENTILATOR
425 CFM

**Model 3501**
VENTILATOR
550 CFM

**Model 1501**
VENTILATOR
300 CFM




**Backing up** ***the stocks carried by your AUTHORIZED GENERAL CABLE DISTRIBUTOR are large stocks at a nearby GENERAL CABLE Distributing Center.***

***The result . . . everything you need is readily and quickly available. Specify General Cable.***

**29 "GENERAL" Distributing Centers Coast-to-Coast.**

**All these stocks in light traffic locations for fast delivery.**

# General Cable . . . *at your service!*

**GENERAL CABLE CORPORATION, 420 Lexington Avenue, New York 17, N. Y. Offices and Distribution Centers Coast-to-Coast**

# Talking about Business

At an industry convention, it's profitable to talk business. In a convention issue *(cover)*, it's logical for a publication to talk business, too.

Our business is communication; ELECTRICAL WHOLESALING is the intercom of your industry. This is a deceivingly simple way of saying we spend all of our working hours seeking out, evaluating, interpreting, illustrating, writing, rewriting, editing and publishing ideas we feel will be helpful to you in your business. Stated that way, it sounds like hard work—and it is. (We'll bet an EW editor travels as many miles, knocks on as many doors, wears out as many pairs of shoes in a year as any of our readers.)

What kind of ideas are we trying to communicate? First of all, sales-making ideas. We recognize the salesman—outside, inside and counter—is the prime mover in the wholesale channel. On the success of his efforts rests the success of his company and, ultimately, his industry. He's our boy, as the saying goes. And we devote most of our time, effort, money and pages to his interests. Salesman success stories, digested technical information, market facts, selling fundamentals, new product data. You name it—if we haven't got it, tell us and we'll get it.

Second, we're communicating cost-cutting ideas. This area is getting plenty of attention from EW today. For obvious reasons. Distributor management is struggling to maintain the slender spread between increasing costs and decreasing margins. The handwriting on the balance sheet is plain: step up efficiency or be content with a piddling profit on sales—or worse.

To this end, we are developing articles on better warehousing, sales management, credit control, inventory control and office procedures. Such stories analyze how firms are successfully applying new techniques. Of course, the case always may not be that you can use these ideas "as is." And we're not recommending that you do. Our purpose is simply to bring them to your attention. If you feel they apply to your operation, then it's up to you to adopt or adapt them.

Third, we're communicating industry-upgrading ideas. Here we draw on many shades of opinion. The results are outspoken, sometimes controversial. But we are convinced an in-print airing of the industry's issues and ills helps create a stronger industry.

Advertisements are vital in our communication function, too. While the editorial pages emphasize "how," the advertising pages tell "with what." But the ads in ELECTRICAL WHOLESALING have a special significance beyond that. They can be looked upon as evidence of a manufacturer's interest in you as a channel of distribution. In a sense, they are a vote of confidence. This is something to keep in mind now that the heat is on distribution.

A final note on our business: in this job of communicating ideas, we have a one-track mind. Our interest is you—exclusively. Other publications that may come your way serve you only secondarily; their major interest is another branch of the electrical industry.

George Jannsen Muller

EDITOR

***On his way to a $5,000 sale, outside salesman Joe Gavenda notes lead.***

# What It

**By George D. Farley**

EVER wonder why you're successful—or unsuccessful—in making a sale?

If you could take just one of your sales—one that you consider typical—and break it down step-by-step—you'd probably uncover a multitude of revealing and helpful information.

That knowledge could be invaluable to effective self-improvement of selling performance. You could put it to work immediately. But it's hard to come by. Why? Because you're too close to it. Every day, you live with it. You can't get outside for a good, long, objective look.

This article—the story of one sale from start to finish—may help you take that look. The sale is not typical, nor is it unique. You may never be called on to provide the extent or the kinds of service salesman Joe Gavenda furnished his contractor customer and Pine Chemicals, Inc.—but then again, you may.

Joe Gavenda's not the greatest hotshot electrical distributor's salesman in the world. But, as Tab Electric Supply's Sales Manager Jerry Madden says, "He uses his head. Anything that will increase Joe's effectiveness—he'll try. He's like a thoroughbred. I'm just along for the ride."

Gavenda came to Tab nine years ago after earning a certificate in electrical engineering at the Trenton School of Industrial Arts. He's been selling ever since. He's a member of the executive committee, Central Jersey Electrical League, and was recently elected president of the Industrial Maintenance Association, a division of the league.

You may agree or disagree with many of Gavenda's selling ideas. But one thing is certain. He's not an order-taker. He's a creative salesman—one you can learn a lot from.

**This story marks a first for EW. Because it analyzes in depth the role of a distributor's salesman in making a sale, we recommend you clip and save it for use in sales meetings and self-training and improvement activities.**

**FINDING LEAD**

**STEP 1**
Salesman Joe Gavenda reads about new pine oleoresin refining plant in Trenton newspaper, writes lead in his "little black book."

**STEP 2**
Joe makes call on Pine Chemicals' Vice President, Matthew Rue, Jr., — offers Tab's services. Finds out a local electrical contractor will get construction and perhaps the maintenance on this job.

**MAKING CONTACT**

**STEP 3**
Gavenda calls on long-time customer, electrical contractor Frank Blanche. He is being considered for job. Gavenda and Blanche get heads together, secure the contract for Blanche.

ELECTRICAL WHOLESALING
JUNE · 1956

# Takes To Make a Sale

For Tab Electric's Joe Gavenda, it takes everything needed to serve a customer and keep him sold. Here's an 8-page breakdown of one of his typical sales from the beginning to the end.

## CREATING CUSTOMER INTEREST

**STEP 4**
They visit the new plant site of Pine Chemicals, Inc. Gavenda gets permission to survey, since there are no blueprints, specifications for resin-producing plant.

**STEP 5**
Tab's salesman makes physical survey of site with Blanche and Rue, relying on manufacturer's description of set-up before any of the processing equipment is installed.

**STEP 6**
At home, Gavenda draws up a complete list of materials from his survey with great attention to details.

## CLINCHING THE SALE

**STEP 7**
The Problems:

a. Question of explosion-proof areas.
b. Need for special products, cables, junction boxes, connectors, etc.
c. Delivery scheduling so job would not be held up at any one point.

**STEP 8**
The Solutions:

a. Gavenda gets Underwriters' inspector, Jim Glendenning, to come in and tour job site, *make determination of explosion-proof areas.*
b. Tab checks availability of all special items in advance.
c. Gavenda arranges deliveries on specs he drew; Tab places all necessary orders.

*Sale was nailed down, here!*

## FOLLOWING THROUGH

**STEP 9**
Salesman Gavenda stays on top of job, checks 2 or 3 times a week with contractor, phones manufacturers from home to coordinate materials delivery with Tab's scheduling set-up.

**STEP 10**
Contractor Blanche is selected to maintain all of Pine Chemicals' electrical equipment after he has installed it. Contractor then makes Tab (and Gavenda) his primary source of supply for the future on all his jobs, as well as on further expansion and maintenance of this plant.

*For more details on what it takes to make a sale, turn page* ►

# FINDING THE LEAD

ON a sunny Sunday afternoon in early summer, 1955, salesman Joe Gavenda's eyes came to rest on a 5-line item in the Trenton Times.

It said that the first commercial processing plant for the continuous distillation and refining of pine oleoresin in the U. S. would be built in Fieldsboro, N. J.—a few miles south of Trenton on the east bank of the Delaware.

Just what ". . . processing . . . distillation and refining . . . pine oleoresin" meant, Gavenda wasn't sure. But he was certain that a good prospect was locating in his selling territory and that meant new business.

• **Jots Them Down**—So he made a note of the item. After nine years of selling, it was a habit—a profitable habit. He added the new lead to pages containing dozens of fragments of information gleaned from many sources—satisfied customers, fellow employees, manufacturers' salesmen, trade association meetings, yes—and even tips on hot prospects picked up from his competition.

What to do next? Easy. He made it number one on Monday's selling agenda. The lead was tucked away; the salesman was ready to move.

# CREATING

**WITH CONTRACTOR**—Working closely with Frank Blanche was a regular routine for salesman Gavenda. On this job, it was especially important since contractor had no blueprints or specs to go by from the start because of new chemical process secrecy.

TO SELL an industrial on a contractor is one thing; to sell yourself and your company as the supplier is another.

That's how it was for Joe Gavenda at this point in the sale. While he wasn't exactly out in the cold, there was no guarantee that Pine Chemicals would buy any electrical apparatus or supplies from Tab Electric.

His immediate goal was apparent: he had to stimulate and maintain interest in the mind of the customer.

• **Head Start**—How did he do it? In several ways. To begin with, he had an "in" with the contractor. Though Tab was not Blanche's primary source of supply, Joe had been building toward that goal for a long time. He'd worked closely with Blanche on many jobs, never drawing the line on service, engineering aid, layout assistance or trouble shooting.

Because of the secrecy that generally characterizes the chemical business, there were no blueprints, hence no specifications for the contractor to work from on this installation.

What's more, the plant would be using an unique chemical process—making security all the tighter.

• **Suggests Survey**—Gavenda saw his chance and grabbed it. Basic construction of Pine Chemical's new plant had started. Why not, he suggested, permit him to make a survey of the site with Blanche?

Rue could go along and briefly describe where processing equipment was to be placed, what power was needed and where, what controls were required, etc., for the whole operation.

His offer was well received and the physical survey began. Gavenda obtained as much detail as permissible and drew up a rough floor plan and a preliminary general materials list for the contractor's use from his survey.

The distributor's salesman explained to Rue that he would now draw up a thoroughly detailed plan for the job based on the physical survey. There were many points to be explored, he stressed, especially those involving

# MAKING CONTACT

EARLY Monday morning, Matthew Rue, Jr., received a visit from Joe Gavenda in the downtown Trenton sales office of Filtered Rosin Products, Inc.

Rue, vice president and general manager of Pine Chemicals, Inc. (an affiliate of Filtered Rosin) was glad to discuss the groundwork he was laying for the new plant and pleased to receive Gavenda's offer of service on behalf of Tab Electric Supply.

• **No Sale**—Pine Chemicals hadn't reached the buying stage yet, he explained, but would be in the market soon for a large quantity of electrical equipment. Gavenda asked for more details and got them.

He also learned that Pine Chemicals planned to bring in a local electrical contractor for the construction and maintenance of the new plant's electrical system.

• **On Right Track**—When he left Rue's office, Tab's top outside salesman headed straight for the office of one of his oldest customers—contractor Frank Blanche. Joe learned Frank (*r.*) was being considered for the job and offered to help him get it. They talked over what it would involve, planned for it and Blanche got the contract.

# INTEREST

hazardous areas of the plant.

• **Runs Into Resistance**—Rue questioned his designation of some areas as requiring explosion-proof equipment. Joe emphasized the roughness of the survey and the difficulties of making snap judgments about the areas. But he repeated his belief that they were correctly labeled as hazardous.

When the conversation made it plain that similar areas in the company's Baxley, Georgia, plant were considered non-hazardous, he promised to check up on the whole question.

Once the verbal review of the survey was completed, the real work began for salesman Gavenda.

• **Sales Research**—That night—before he did anything else—Joe began checking his survey against the National Code and the New Jersey Underwriters' regulations.

Just as he'd thought, the areas in question were hazardous and did require many explosion-proof items. He carefully researched the survey until he was certain, then prepared for the next step—drawing up a complete list of materials.

But before he went ahead, Gavenda contacted Rue. Explaining what his own research had revealed about the explosion-proof areas, he recommended calling in the local inspector for the Underwriters' Association.

• **Heads Off Error**—That way, he explained, Rue could get the final word on the questionable points, before any mistaken purchases were made.

Joe went on to say that he'd worked closely with the Underwriters many times before and he'd be glad to help arrange the pre-installation inspection. The salesman scored. Rue thanked him, asked him to go ahead.

Now the distributor's salesman took up the task of drawing up a complete list of materials from the general list and survey.

• **Heavy Homework**—For several nights, Gavenda worked hard checking catalogs and codes, doing his own engineering. Since this list was to be

*Continued on next page*

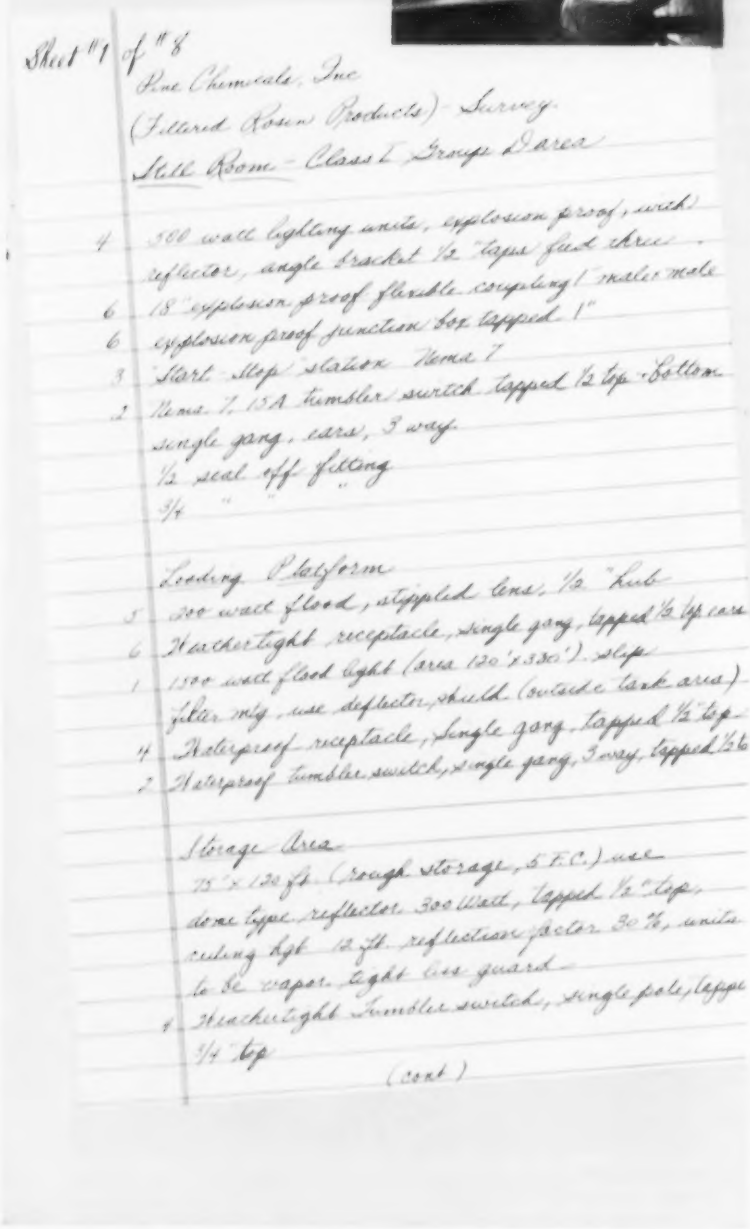
**WITH CUSTOMER**—Resin processing plant's security lid was a tough sales barrier. Gavenda turned it to advantage by offering to survey site with vice president Rue, providing solution to no-blueprint problem.



*For more on creating interest, turn page* ►

## "Your own judgement tells you how far to go with extra service."

**HEAVY HOMEWORK** was just another part of sale to Gavenda. He checked survey (top sheet below) with Code and Underwriters, then drew detailed materials list to work from.



Sheet #1 of #8
Pine Chemicals, Inc
(Filtered Rosin Products) - Survey
Still Room - Class I Group D Area

4 500 watt lighting units, explosion proof, with reflector, angle bracket ½" tape feed three
6 18" explosion proof flexible coupling (male-male
6 explosion proof junction box tapped 1"
3 Start-Stop station Item 7
2 Item 7, 15A tumbler switch tapped ½ top-bottom single gang, cars, 3 way
½ seal off fitting
¾ " " " "

Loading Platform
5 200 watt flood, stippled lens, ½" hub
6 Weathertight receptacle, single gang, tapped ½ top cars
1 1500 watt flood light (area 120'x330') stop filter mfg, use deflector shield (outside tank area)
4 Waterproof receptacle, single gang, tapped ½" top
2 Waterproof tumbler switch, single gang, 3 way, tapped ½ top

Storage Area
75'x120 ft. (rough storage, 5 F.C.) use dome type reflector 300 Watt, tapped ½" top, ceiling hgt 12 ft. reflection factor 30%, units to be vapor tight lens guard
4 Weathertight tumbler switch, single pole, tapped ¾ top

(cont)

the basis for this job's specifications, he wanted to be absolutely certain of each detail, especially on the explosion-proof items.

Working at home is nothing new to Joe Gavenda, but it isn't a regular thing, either. He always has his reasons.

• **Good Points**—For one thing, it frees him to make more selling calls during his working day. He doesn't find himself trapped inside with pricing, layouts, phone calls, etc.

For another, he can always weigh the potential value of a customer far beyond the immediate sale, and adjust his after hours work accordingly.

A job might require a maximum of personal effort with a minimum of sales return, at first. But it's the repeat business Gavenda is always aiming for—from contractors and industrials.

But let him explain it: "In this case, I recognized that a lot of responsibility rested on my company and myself. The job could gain us prestige. It could also bring us most of the future business of the contractor doing the work."

• **Price Less Important**—"As far as the engineering, special applications and specifications went, I didn't mind the extra effort. I've always found that when you and your firm really show that you're interested in a customer and his problems, he's a lot less likely to quibble about price and a lot more likely to go along banking on your word in the future.

"Sincerity goes a long way. But it's your own foresight and judgment that decides how far you go with extra service."

• **Clear For Action**—With his complete list of materials finished, Gavenda was ready to ask the Underwriters' inspector, Jim Glendenning, to tour the Pine Chemicals plant site with Blanche and Rue.

He felt that this step was vitally essential before any materials ordering could be done. "You may have your own pretty sound opinion on what's right in this business, but that doesn't make it the law," he explains.

Several pieces of processing equipment were not yet in place when Glendenning looked over the plant with the manufacturer and the contractor. The verdict: no determination was possible at the time.

• **Bad Tidings**—Gavenda heard the news the next day. "That was a real rough day," he recalls with a smile.

# CLINCHING THE SALE

SELLING'S tough enough without extra problems, but to Tab Electric Supply's Joe Gavenda, they make the final sale all the more satisfying.

At this point in this sale, he was heading into more than his share of headaches.

First — and painfully foremost — was the question of designating hazardous areas in Pine Chemicals' new plant. Then, he had to remember the need for many special and unusual items and think about how to get them.

Joe also kept delivery scheduling in mind. And on top of all that, he really had **two** customers to please—Blanche and Rue.

• **Speed Vital**—He had to move fast. Checking with Rue, he determined the date that all the major pieces of non-electrical plant equipment would be placed at the job site.

Then he contacted Jim Glendenning and arranged for another inspection tour.

This time Gavenda was on hand. The group—industrial customer, electrical contractor, inspector and distributor's salesman—made a complete and detailed analysis of the approved electrical requirements. Joe asked plenty of questions and took many notes.

The tour had a happy ending for him. Rue was pleased. His questions were answered. Gavenda had gone to a lot of trouble. And Rue appreciated that, he said.

• **High Pressure**—Joe asked permission to go ahead with his planning and the resin manufacturer agreed.

"I knew I'd clinched the sale then," says Gavenda, "but we were still a long way from home. I learned long ago not to ease up on your own pressure until the installation is completed."

Following Glendenning's inspection and clearing up of all hazardous area questions, the distributor's salesman was ready to draw up the final list of materials.

It included everything needed — control equipment, special lighting, switches, weatherproof and explosion-proof items, special cables, connectors and junction boxes, motors, panelboards, etc.

• **Detailed Data**—One copy of this list went to the contractor for his on-the-job guidance. It contained pointed information on the regular and special items, advanced data on later installation problems and complete engineering on the many special applications involved in the plant's electrical sys-

*Continued on next page*

**KEY TO SALE** hinged on Gavenda's contact with Underwriters. He arranged for inspector Jim Glendenning (center) to tour plant before and after installation was completed, make determination. Here, with Blanche and Gavenda, he checks X-proof start and stop stations, seal-off fittings, and special junction box in still room.

**INSIDE SUPPORT** came from sales manager Jerry Madden (left) and other Tab Electric employees. Gavenda and Madden made special efforts to please the contractor and the new industrial with an eye on future sales. Delivery time required for special items was worked into delivery set-up on a no-mistake basis.

***Turn page for more on clinching the sale ►***

tems. But there was more.

Every item was identified with catalog numbers and its exact location in the plant.

Another copy went to Tab Electric's sales manager, Jerry Madden. Gavenda and Madden reviewed the list carefully. They started checking with manufacturers by phone on availability of special items, so as to arrange for timing of deliveries.

• **Inside Backing** — Madden alerted Tab's inside personnel on the new account. The object: "To get all of us to give the extra push necessary to securing and holding onto new customers."

From the final materials list, Gavenda drew up his own specifications for the job. With Madden, he began to order all the equipment and supplies.

This was done tightly, with a sharp eye on a minimum of leftovers. "Frank Blanche was depending on us for the right materials at the right time in the right place—and no troublesome overages," Tab's sales manager explains. "And we were just as anxious to please him as the new industrial. The payoff would be the bulk of his business if we stayed on the ball."

• **Real Challenge**—Drawing the specs was the most interesting part of the sale to Joe. "I was faced with a real application challenge," he says. "I had to be sure that the plant had exactly what was needed, but at the same time I was thinking of standardizing.

"Pine Chemicals has more than 100 acres and is looking forward toward continuing expansion. So what I was drawing up were really specifications for the future, as well as the immediate sale.

• **More Rewarding**—"Selling's more satisfying if you don't have to burden manufacturers with problems. And knowing what you're doing goes a long way with your customers."

# FOLLOWING THROUGH

"WINDING UP a sale is just like bowling to me," declares Joe Gavenda. "Even though you're sure you're a shoe-in for a strike—you still put body English into it."

That's how Tab Electric's salesman approached sewing up this sale to Pine Chemicals, Inc.

All deliveries had been scheduled. All special item orders had been placed with plenty of time to spare.

• **Inside Teamwork** — Tab's service organization—busy with its top speed daily operation—still found time to give a little extra attention to this job.

Inside men made sure that special products would arrive on time. They contacted Gavenda when Blanche ran into trouble, and generally provided the kind of back-up service that only a full-functioning electrical distributing firm can come up with.

Most of the material was in the house, but there were a few hold-ups along the line. Sales manager Madden kept a finger on the order flow—prodding now and then to make certain of key deliveries including items that could put Tab's service reputation in a dim light if not secured and delivered when needed and where needed.

• **Profitable Sales** — "We're not volume-hungry," Madden says, "because volume has an ugly twin called price. We're not interested in that kind of business. But we are out tooth-and-nail for the smaller, repeat business such as this, that we can nurture, build and then grow big with. That's why we gave this sale special handling."

To Joe Gavenda, time is money. Every day's a selling day—with no compromise. But he still found time to visit the Pine Chemicals job two or three times a week.

**MANY TELEPHONE CALLS** were necessary in following through on sale. Gavenda kept in touch with contractor, various manufacturers of special items and other Tab employees to insure delivery.

• **Sells Confidence** — On most of these visits, he wasn't needed but he knew his call was reassuring to Blanche.

"I've never believed in sell-them-and-vanish," he says. "That's for the order-takers. If they're right, more power to them. But I just don't feel right if I can't make a non-selling call occasionally to maintain a little customer confidence."

"Take Frank Blanche, for instance. I've worked with him before. He's a good contractor—always does fine work. Who cares? I do. Why? Because you don't do electrical work in a sloppy way—and you don't sell electrical supplies in a sloppy way—not if you want to do either one profitably for 30 or 40 years."

• **Four Debts** — "Don't get me wrong," he continues. "I didn't take this job to bed with me. But every now and then I'd remind myself that I had four obligations. To Frank—to Pine Chemicals—to Tab—and to myself."

So, many a night found Joe taking a call from the contractor, making a call to a night superintendent in a plant a hundred miles away, calling another Tab employee and arranging to deliver an item himself first thing

**ON-THE-JOB AID** was given frequently by Gavenda to contractor. Since he engineered special applications, Joe called 2 or 3 times a week and sometimes daily to help with temporary installation problems.

the next morning. But it paid.

• **Daily Checks** — Gavenda visited the job daily when a particularly difficult application phase in the installation work came up. He and Blanche checked prior work and tackled immediate problems together. If he needed an item in a hurry, a phone call to Tab would bring it in a matter of minutes.

Manufacturers cooperated wholeheartedly. Their expeditious supplying of unusual products oiled Tab Electric's service clockwork. Their offers of engineering assistance were appreciated, but "totally unnecessary with a salesman like Joe," says Madden.

As the new plant neared completion, Gavenda intensified—rather than relaxed—his efforts. He wanted to keep the customer sold—with a view to future expansion sales. "Why build a chair for someone else to sit in?" he reasons.

When the installation was finished he invited the Underwriters' inspector back in for another tour. Rue was well satisfied with the job; the contractor was satisfied with Tab.

• **Customer's View** — What does Pine Chemicals, Inc. think of the service provided by the electrical distributor and his contractor customer?

Here's what Matthew Rue, Jr., vice president and general manager, says:

"When we decided to open a plant here—close to our market area—we weren't certain how we'd accomplish our over-all construction. Even though our equipment would be new and our process primarily automatic, we decided against bringing in our own engineers and electricians from Georgia.

"I'm glad we made that decision—especially on our electrical construction. What Frank Blanche, Joe Gavenda and Tab Electric have done for Pine Chemicals to provide satisfaction and service has been more than we expected.

"They've helped make a transplanted industrial more welcome."

• **Distributor's View** — And what does Tab Electric Supply think of salesman Joe Gavenda and his methods? Here's what sales manager Madden says:

"Tab—as an electrical distributor—is always anxious and pleased to find salesmen who use their own initiative in locating, cultivating and building possible sources of additional business.

"Joe Gavenda is this kind of salesman. I don't have to act as a bird dog or tell him the points or places where he should call. He concentrates; he knows where potential business is to be found—and how to take it from there.

"These same thoughts apply to initiative taken by a salesman such as Joe, in acquiring, improving and developing his own knowledge and then applying it to customer service.

"These characteristics are extremely beneficial to a distributor who looks for—and tries to develop—sales personnel of this type, rather than be satisfied with the innumerable order-takers who finally become the sands that undermine any full-functioning distributor's operation."

• **Around Again** — The last time salesman Joe Gavenda and contractor Frank Blanche talked with Pine Chemicals' vice president was a few days after the installation was completed and inspected.

"What's next?" asked Gavenda.

Rue smiled. "See me in about two months," he replied.

Joe grinned at Frank Blanche. Then he took out his "little black book" and made a note of the new lead.

**KEEPING CUSTOMER SOLD,** the distributor's salesman arranged a post-installation inspection with Underwriters, made sure Pine Chemicals' v.p. was satisfied. Later, he made follow-up calls for future sales.

NO. 2 IN A SERIES ON SALES TRAINING

"Keeping your selling tools sharp takes lots of time."

# Travel Heavy or Travel Light?

That's the question young John Stevens faces as he tries to decide on what catalogs and literature to carry on the road. Old Bob and some other veteran salesmen offer him some helpful—though diverse—opinions on what he should do.

**By Winston N. Coburn***

"SAY, Junior, looks like you have everything here but the kitchen sink," exclaimed Old Bob Davis, the veteran salesman, as he came upon John (Junior) Stevens struggling to assemble his first catalog material. Assisting Junior in the back room of Pioneer Distributors, was Barry Brown, the department buyer.

"You know, a workman is no better than his tools," mused Old Bob as he looked over the stacks of loose catalog sheets. "Junior, you are going to be spending a lot of time from now on, just trying to keep your selling tools sharp. It helps a lot to get them set up right. Let me show you how I arranged mine."

### Travels Heavy

Old Bob went out to his car and returned with two large, handled binders that he set on the table plus a large price book that he carried under his arm. He spread out the binders and explained his system as follows:

- His main catalog, a ten-section, sectional binder with handles:

  Section 1—Wiring Devices, featured line.
  Section 2—Wiring Devices, second and specialty lines.
  Section 3—Main Fitting Line.
  Section 4—Boxes, Covers, Roughing-in Materials.
  Section 5—Motor Controls, Safety Switches, Service Equipment, Circuit Breakers, and Panels.
  Section 6—Conduit, Wire, Cords, and Cables.
  Section 7—Lamps and Common Fixtures.
  Sections 8, 9, and 10—Alphabetical arrangement of lesser lines.
- His auxiliary catalog, an eight-part sectional binder:
  Section 1—Traffic Appliances.
  Section 2—Tools, Equipment, Ladders, Drills, and Hand Tools.
  Section 3—Supplies for Oil Burner, Pump and Refrigeration Men.
  Section 4—Electrical Heating and Ventilating.
  Section 5—Incandescent Fixtures.
  Section 6—Fluorescent Fixtures.
  Section 7—Motors, Pulleys, Belts, Mountings, etc.
  Section 8—Counter Sale Items, Misc. Hardware.
- His price book, a three-ring binder, 2-inch capacity. The sheets are prepared on a duplicator by

*Mr. Coburn wishes to acknowledge the assistance of Claude H. Brooks, service manager, Gesco and Leslie Bailey, branch manager-supplies, Wesco—both of Burlington, Vt.

the house and reflect stock items. Other prices in factory sheets.

### Anti-"Shinbusters"

It was at this moment that Les Sprague came in. Les was a contractor specialist who took over the major portion of Old Bob's territory when the old timer gave up all but a dozen of his old accounts. Les took one look at the big binders spread out on the table, then he broke in.

"Bob, don't tell me you're going to send Junior out with just a couple of big shinbusters like those."

"Why not? He has everything for his regular customer in his main catalog; and for special customers, he simply has to grab one section from his auxiliary binder to take in with him. It always worked for me."

"I know Bob. You did all right, too—with your old-time customers. Oh, I still carry those big binders around in the car, but customers are different today. Everyone is so short of time, so danged impatient. Why, I have a lot of places where, if I walked in with a big catalog like that, the customer would slip right out the back door. Here, let me show you what I use."

Les Sprague went out and returned with a post binder book that would hold about three inches of material.

"Look, in the front of this book I have this buyer's guide. This one is a photo-offset catalog put out by a wholesaler out of our territory and strangely enough it has our lines almost to a T. Then I add this mixture of factory sheets and our own price sheets that covers all of the items commonly encountered. I got this idea from one of the big national houses. With this I can pursue a contractor right up a ladder out on the job.

"That's where I do most of my selling nowadays. I have complete information in the car if I need it, but usually I just go back there to write the order. I almost never have to bring it on the job."

Old Bob was skeptical. He thought it might work with the small contractor, but how about the industrial buyer—wouldn't he still require a more complete catalog?

### Third Party Opinion

"Let's ask Tom," suggested Les Sprague. "I saw his car outside." Les went in search of Tom Ellery, whose territory had a fair sprinkling of industrial accounts and came back with him in tow. Old Bob stated his question, "What do you need—catalog-wise—to sell the industrial buyer today?"

"First, you have to see that the buyer has a complete, convenient file of catalogs of the lines that we handle," explained Tom. "I personally fit them out with new catalogs of the major lines we handle, making sure that our name sticker appears in a prominent place.

"Then I had the manager order a few post binders with our name embossed on the front, in these I assemble the loose sheets and price sheets covering our miscellaneous lines that the buyer is interested in. It would be even better if we put out a big house catalog, but that's too expensive for a small company like ours."

"That's OK, Tom. But how about the catalogs you carry in with you? Doesn't the buyer insist on your having a complete catalog?" persisted Old Bob.

"No they don't. Buyers are busy men, today. If you manage an appointment with them, you have to concentrate on caring for their wants first. Then, if any time remains, you make a pitch on the one line you have chosen to plug that trip.

"No, I use an abbreviated catalog something like Sprague's, but I also carry in the material I need for my pitch that day. Those big binders are murder on desk tops and furniture. Some places, you can't even find a place to set them down. Say, Junior, let me show you my lighting layout kit."

Tom came back with a leather sample case. In this he had assembled his fixture catalogs, sketch pads, light meter, steel tape, folding rule, layout template, and lighting handbook. Everything that he needed was there, to measure up a job, to calculate and lay it out and the catalogs to sell the job to the customers.

Barry Brown, the buyer, had a thought. "Say, what do you fellows do with the special sales bulletins and clearance sheets? Nobody has mentioned them so far, which just about proves my belief—that you fellows just throw them away."

Tom Ellery threw Barry a withering glance. "I think that we all carry them with our price sheets. Lately, however, I often carry them in my pocket. If it is something good, I can use it as an opener. It it's something just fair, I can perhaps drag it into the closing conversation when the customer thinks he has gotten rid of me.

"But, Barry, what is a salesman going to do with that item we never should have stocked in the first place—you know, the out-and-out dog-item? How do you find time to mention an item that you must apologize for, when you can't get time to properly sell quality merchandise?"

"Yeah, I see your point," said Barry. "I can tell you what usually happens. We usually close out the dog-items across the counter. In fact, if it wasn't for countermen pushing those close-outs, we would have them forever."

"Yes, but that has always been true, more or less," pointed out Old Bob. "It has been more true in recent years as the counter trade has gained. We've discussed this in the past and have always agreed that our salesmen must put the emphasis on selling name brands.

"We always used to feel that just as long as manufacturers supplied us with a good supply of their catalogs, we could do a good job. Now that is one point that worries me about using an abbreviated catalog, that we are getting away from selling name-brand merchandise, yet you fellows have almost convinced me that today you have to travel light."

"We don't travel light in some ways, Bob," answered Les Sprague. "Come, take a look at my car."

### Carries a Trunkful

They all filed out to the parking lot where Les opened the trunk of his sedan to show them the specially-built boxes he carried. One was for product sheets and small catalogs to be left with customers. This was divided by hardboard separators to hold the sheets upright, and the entire box could be lifted out. The other box held his large full-line factory catalogs, and this too could be removed completely to convert the car to family use.

Les carried an expansion type brief case in his trunk and in this he placed the handout material, the factory catalog, and the samples, he was taking in on that particular call. He pointed out that today the customer must be equipped with complete catalogs and this took the place of the wholesaler's salesman carrying in a complete file of material.

"But if I travel light—," asked Junior, "How do I know what material to carry in to a customer, when I have scarcely met him and don't know his requirements?"

"Well, that hasn't changed much," answered Old Bob. Your first calls will be spent in getting acquainted. A small catalog will be sufficient for a starter. By the time a customer will give you time to make a sales talk, you will know his interests.

"Yep, travel heavy or travel light—," continued Old Bob, "You have to know your customer and you have to know your products in order to sell."

**COMING NEXT:** "You Can't Sell 'em All" —how to evaluate and cultivate prospects.

Brings you up-to-date on what you can sell to . . .

# The Chemical Market

- Chemical product plants, basic to one of the nation's fastest-growing industries, are an important electrical market.
- Nearly all plants are worth a careful electrical survey. Equipment for hazardous locations is the key to extra sales.
- Purchasing departments are the biggest buying factor — with executives and maintenance departments secondary influences.

**This basic industry keeps growing**

WITHIN the last 25 years, the chemical process industry has become a giant. Sales of chemicals and allied products today make up nearly 10 per cent of all sales of manufactured products. Plants are being expanded and new plants being built almost daily. Other industries, such as steel and rubber, are hurrying to set up chemical divisions.

The chemical industry itself—the basic segment of the overall processing industry—is perhaps the largest and most diversified in the field. 1955 production: $7 billion. Over 1,000 plants, with nearly 300,000 employees, produce everything from gaseous oxygen and liquid chlorine to heavy chemicals (such as sulfuric acid and caustic soda) to fine organic chemicals and dyestuffs. Among the plants are ones making paints, pharmaceuticals, cosmetics, gases and other volatile liquids.

The chemical industry is a heavy user of sulfur, coal and lime, to name a few raw materials, and produces huge quantities of such finished products as plastics, soda ash, synthetic abrasives and magnesium chloride.

Despite the industry's rapid growth, there is little concern as to its long-range stability, since nearly every product of modern industry uses a chemical product at some stage of its manufacture.

**Each plant is worth individual study**

**CHEMICAL** plants are among the top markets for the electrical wholesaler's salesman. While most process equipment, particularly specialized machinery, is bought direct, there is a big market for maintenance supplies and apparatus—and for new plant and expansion materials. Nearly all chemical plants have enough potential to justify individual study of electrical requirements by the salesman.

One of the main factors in selling this market is the number and extent of hazardous locations within plants. Potentially explosive gases, vapors and dusts are present in most chemical plants, and proper equipment must be installed to bypass this danger. What's more, chemical corrosion often means repeat electrical sales.

Motors, of course, are the primary need—running equipment ranging from one end of the process line (conveyors, pumps and compressors, crushers and grinders) to the other (mixers and agitators, coolers and condensers, unit heaters, dryers).

Controls are needed not only for the basic process-equipment motors but, increasingly, for automatic control of the processes themselves. Weighing and mixing, and metering are especially important.

In supplies buying, the purchasing department is the prime factor, with departmental heads and maintenance staffs running close behind. Other buying factors include top brass (on big purchases), and design and research staffs.

**Hazardous location items are important**

**A CHEMICAL** plant without its hazardous locations is rare. By the nature of the raw materials and processes used, explosive conditions are usually present—either under normal operating conditions (Class 1, Division 1, National Electrical Code) or because of accident or operating failure (Class 1, Division 2). Equipment used

Chemicals: Much safety equipment for a safe market —Chemical Week

in these locations must be approved for use under prevailing conditions, as set forth in the code.

From the salesman's standpoint, this means specially-constructed conduit and fittings, motors and controls, and lighting—plus such materials as mineral-insulated wire (for use in a chemical atmosphere), and devices and seals. It's estimated that, of integral motors in chemical plants, 46 per cent need special protection against corrosion, 20 per cent against inflammability and 15 per cent against humidity.

Chemical plants usually concentrate all hazardous areas together, then design an electrical system to serve it. What with high standards and the possibility of corrosion, equipment in these areas is subject to constant checks and replacement.

High-voltage distribution (over 600-v) is commonly used in chemical plants. Load-center substations are used to supply 480-v motors or, in some plants, 2400-v units. To serve small motors and portable devices, such as welding equipment, single- and three-phase circuits operate at 120, 208 or 240 volts.

**Motors are tops—with controls coming up fast**

**A LOOK** at a listing of synchronous motors used in chemical plants gives a rough idea of the sales potential: blowers, propeller and centrifugal fans, compressors (ammonia, carbon dioxide and freon), ball-and-rod crushers, frequency changers, dc generators and all types of pumps.

Added to this list may be induction types, which by far dominate the motor picture. They include units to run autoclaves, belt conveyors, rotary dryers, caustic and rotary furnaces, mixers and pumps—all in the 5- to 50-hp range. Depending on application conditions, motors may be drip-proof, dust-tight, splash-proof, totally-enclosed, etc.

Controls for machinery and conveyors are frequently elaborate, often including photoelectric devices and electronic equipment. An important trend in the industry is to the use of automatic controls, especially in the mixing operation.

Among the units used are contact and resistor-type electric controllers, motorized pneumatic units and electric motor or solenoid units.

**Specials: lighting, all types of signals**

**LIGHTING** standards are high, and go higher as more modern plants are built and expansions go up. There's a big need for explosion-proof and vapor- or dust-tight units. And there's a continuing maintenance market here, even down to explosion-proof portable lamps.

Signals and alarms of all types are standard equipment. In addition to intercoms and call systems, chemical plants use elaborate fire alarm systems, gas detectors, atmosphere analyzers, detectors to remove foreign bodies from the process product, and other special signal systems.

**NEXT MONTH: The Electro-plating Market**

**FROM OFFICE** in showroom, Gewin Tucker supervises residential sales and works as coordinator with outside men on commercial-industrial sales. Tucker has been in the lighting business 10 years, the last three as Wells' specialist.

# 'We'll Bet

**In this article, a distributor takes the opposite view to Irving Bean, Bean Electric Co., Seattle, who says (EW—Feb. '56, p. 60) that "Supplies Salesmen Are Better Than a Lighting Specialist."**

## By Durward Humes

THREE YEARS ago, Wells bought Lighting Distributors, Inc. With the deal came Gewin Tucker, head of the Birmingham specialty house—and now lighting specialist for Wells.

"It was simple enough," says T. H. Wells, Jr., president. "We had the lines and the stock, and Tucker had the know-how. We haven't regretted the move for a minute."

Specialist Tucker operates from the old Lighting Distributors, Inc. building, six blocks from Wells' main house. There he supervises the residential showroom, with the help of two saleslades.

Tucker's second job—which, in fact, takes more than half of his time—is coordinating the firm's commercial and industrial lighting sales. He works closely with the supplies salesmen, working up estimates from their blueprint takeoffs and following through on knotty technical problems. He's also constantly on the lookout for new lighting business.

• **Volume Up**—Wells is convinced that the specialist setup pays off far better than reliance on outside men to sell all types of lighting jobs. Lighting volume is up more than 400 per cent over 1952, the last full year before Tucker came in. More important, profits are keeping pace—despite added overhead.

To Wells, the reasons are simple enough. "We turned both ends of our lighting business over to a specialist. Take residential sales. The showroom women do an excellent job on the floor; but it takes an experienced man to control the buying and keep on top of stock.

"When it comes to commercial lighting," Wells continues, "the change to a specialist has made a terriffic differ-

# On the Lighting Specialist'

**. . . says T. H. Wells, Jr., president of Birmingham's Wells Electric Supply Co., Inc. "We used to sell lighting strictly through our supplies salesmen—and we wouldn't go back to this policy for anything. I think we'd quit handling lighting first."**

**Wells puts his reasoning this way: "The lighting business is too complex for the full-line salesmen to handle well. They can and do make routine sales. But overall, there are too many lines and too many engineering problems. On both stocking and selling lighting, a specialist is best."**

**Wells' specialist is Gewin Tucker, who's had ten years' experience in lighting sales work. Tucker wears two hats: he supervises the firm's residential showroom, and he coordinates commercial-industrial lighting sales.**

**Since Tucker was added to the staff three years ago, lighting volume has quadrupled—as have profits. Wells is now a big factor in the area in selling residential and commercial lighting.**

**Analyzed in detail below are Wells' reasons for betting on the lighting specialist.**

ence. We're able to compete no matter how difficult the job. Between technical help on routine field sales and personal follow-through on more complex jobs, the specialist has made us a real factor in commercial lighting."

Wells thinks, too, that the specialist can do a better job working with architects and consulting engineers. Not confronted with the same pressure to move along to the next call, the specialist can spend more time—then make that time pay off over a longer period.

"Still, the specialist has to be a salesman," Wells emphasizes. "There's only so much selling time, and he has to allocate it—like any salesman—on the basis of what a sale or a prospect is worth.

"Too great a distinction can be made between large and small jobs. Our supplies men still pick up many orders, with our encouragement. The specialist is here to help, and to concentrate on technical difficulties."

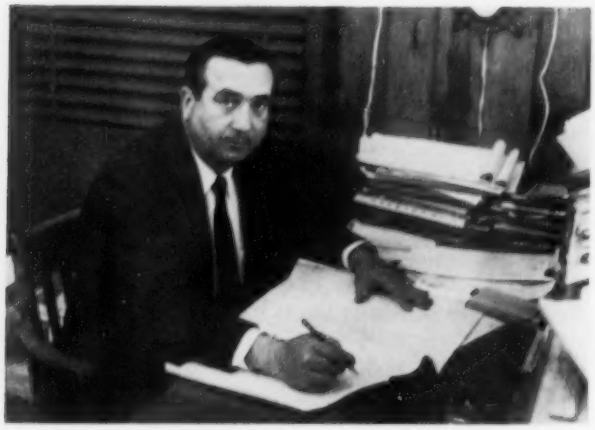
• **Coordinator**—In the broadest sense, Tucker serves as a coordinator on commercial lighting sales. He handles all estimating, and is available with technical answers. To some extent, he "replaces" the manufacturer's man. Wells finds it convenient to have an answer man handy, since few manufacturers have representatives in Birmingham. Tucker also does the buying and, on bigger orders, works closely with the factory.

As a member of Wells' management, Tucker doesn't ignore supplies sales. "In many ways," he says, "lighting is just a starter on a sale. Lighting provides an 'in' for wiring, panels and the rest of the electrical requirements for a job. A specialist can't ignore the supplies end."

**DISTRIBUTOR** T. H. Wells, Jr. (right) is convinced that specialization is necessary in the increasingly complex lighting field. Gewin Tucker (left) holds down this job for the Birmingham apparatus-and-supply firm.

***How does this specialist wear his two hats? Turn page***

# He Supervises the Showroom . . .



Specialist Tucker in his showroom office

"HERE at Wells, we look beyond residential lighting," specialist Gewin Tucker points out. "We add up the supplies volume that goes with fixture sales—and then add to that the fans, hoods and bath cabinets that we sell here in the showroom. And those are merely extras on top of a good, solid lighting business."

Tucker, who wears one hat as supervisor of the showroom, should know what he's talking about. He's been in lighting for ten years, the last three as Wells' specialist.

"I learned residential fixtures the hard way," Tucker says. "It wasn't till the late 40's that I got into it—and found how much it differed from commercial selling. Three elements are particularly important: proper display, personnel and stock."

• **Display**—Plate-glass frontage and lots of fixtures aren't enough, Tucker says. Discount and mail-order houses can lick you on price; you've got to fight back with display.

Wells' showroom is divided into sections for attractiveness and for ease of selling. This includes crystals and chandeliers, and bedroom, dining room, breakfast room, den, kitchen, hallway and bathroom sections. Same-sized and same type fixtures are hung together. Wells' salesladies literally guide customers from one "room" to another.

• **Personnel**—The women who sell from Wells' showroom know the lighting business—and they know how to use the showroom.

Miss Helen Schall is the senior of Wells' two salesladies, having worked with Tucker for several years. She's helped by Jean Zarzour. They key their selling techniques (*see photos*) to a balance between customer allowances and plans, using a room-by-room checklist as they move through the showroom. "Fixture grouping makes selling much simpler," Miss Schall says.

• **Stock**—"Stocking residential fixtures is a tricky business," Tucker says. "Designs change as often as twice a year now, and you can get caught overnight with obsolescent fixtures. With the advertising in the national magazines, we find that many customers know just what they want when they come in. There's no relying on standbys anymore."

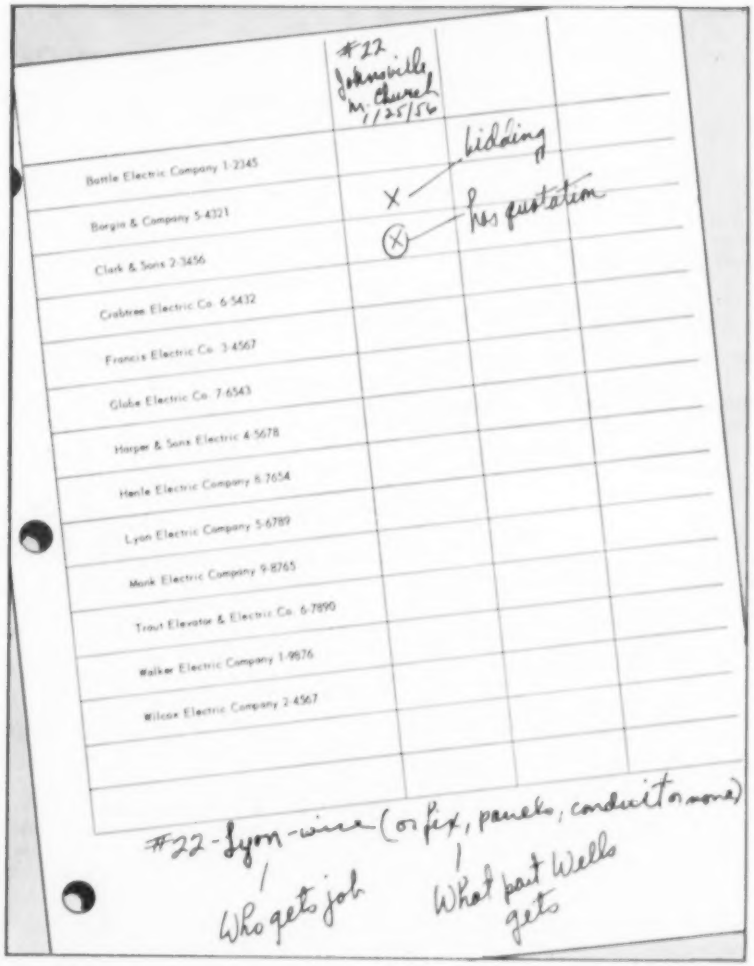
To avoid overstocking and obsolescence, Tucker and Miss Schall watch advertising and keep in close touch with manufacturers. Miss Schall, who is in contact with daily sales, writes up orders and Tucker checks them.

Wells stocks its main residential line deep and broad, then keeps a weather eye on other lines. Dead stock is minimized by starting small—with samples, perhaps—and then working up. The warehouse, which is organized by stock numbers, is a big inventory help.

**TWO CUSTOMERS** are met at showroom door by Helen Schall. Contractor's name, allowance and blueprint of new home is checked, then sales tour begins. Miss Schall works from Wells' room-by-room fixture checklist, stresses extras.

# And Coordinates Commercial Sales

Specialist Tucker with salesman Bill Bunt



| | #22 Johnsville, M. Church 1/25/56 | | |
|---|---|---|---|
| Battle Electric Company 1-2345 | | | |
| Borgin & Company 5-4321 | X — bidding | | |
| Clark & Sons 2-3456 | (X) — has quotation | | |
| Crabtree Electric Co. 6-5432 | | | |
| Francis Electric Co. 3-4567 | | | |
| Globe Electric Co. 7-6543 | | | |
| Harper & Sons Electric 4-5678 | | | |
| Henle Electric Company 8-7654 | | | |
| Lyon Electric Company 5-6789 | | | |
| Monk Electric Company 9-8765 | | | |
| Trout Elevator & Electric Co. 6-7890 | | | |
| Walker Electric Company 1-9876 | | | |
| Wilcox Electric Company 2-4567 | | | |
| | | | |
| | | | |

#22 - Lyon - wire (or fix, panels, conduit or none)
Who gets job — What part Wells gets

**BID RECORD** sheet was devised by salesman Bill Bunt. It shows who got quotations, and what part of each job was sold by Bunt, is kept in a notebook.

LIGHTING specialist Gewin Tucker puts in more than half his working time on the road. This time, plus much of that spent in the office, is in his job as coordinator of Wells' commercial-industrial lighting sales.

Tucker is responsible for all quotations and for dealing with the factory, including pricing and billing. At the same time, he's outside a good deal making contacts and developing special jobs—usually big and technical ones—on accounts not normally serviced by Wells' salesmen.

But Tucker is no loner. His basic work is backing up the field salesmen, such as Birmingham city man Bill Bunt. Bunt will, for example, pass along to Tucker a takeoff from a blueprint. Tucker works out a quotation, if necessary contacting the factory on price, delivery and major technical headaches. Then the quote goes, usually via Bunt, to interested contractors.

Bunt is happy to have the specialist's selling help—sometimes on calls, often on details and on follow-through of larger jobs. He's also interested in the outcome of his bids and recently set up a record sheet (*left*) detailing his results.

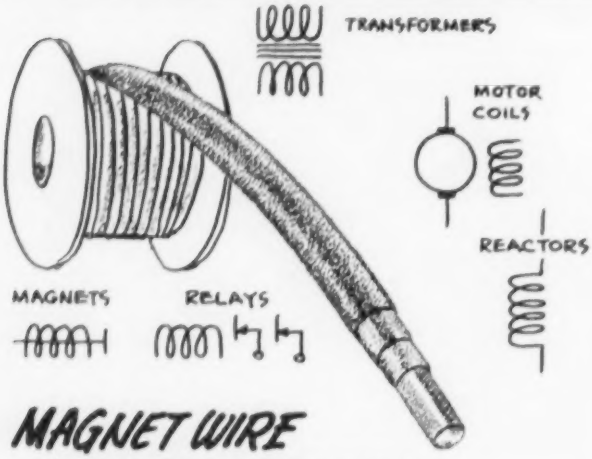
• **Legwork**—Tucker is "on call" for the outside men on technical troubles. He usually has the answer over the phone but, if necessary, he goes out to the job.

Long-range legwork adds a dimension to Tucker's work. "I'm responsible for working with architects and consulting engineers," he explains. "We discuss common problems, going well beyond current spec sheets and into trends and thinking. This pays future dividends.

"I also spend lots of time on new leads—on the sort of jobs that the outside men simply don't have the time to sell. But once we get an account on the books, it's treated just like any other account. My job is selling lighting—and, in a sense, the company. Again, we go beyond lighting itself and take a good look at the supplies potential our lighting sales open up."

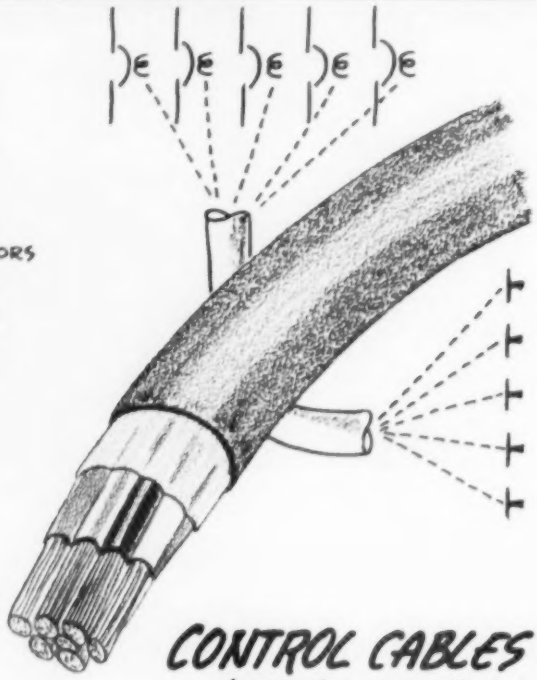
Tucker likes lighting, and he particularly likes to see Wells' customers satisfied. There are few jobs that he hasn't checked back to see that the buyer got what he wanted. "That's satisfying to me, too," he admits.

# THE SALESMAN'S TECHNICAL NOTES No. 30



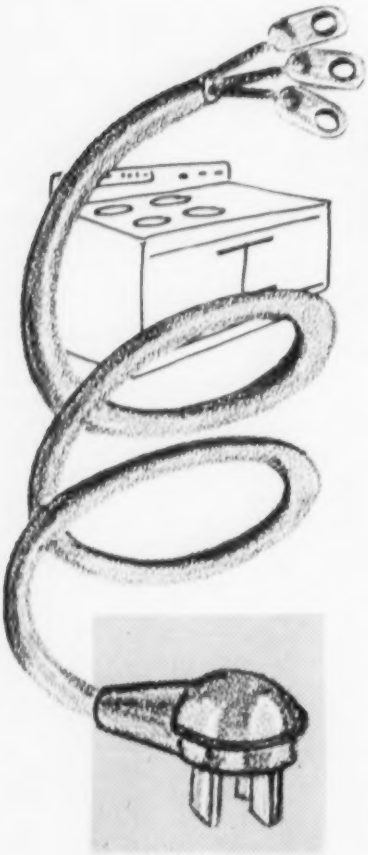

## MAGNET WIRE

is used where electrical energy is to be transformed to magnetic energy. Conductor insulation and dimensions are critical, since magnetic effect is dependent upon physical configuration of coil.



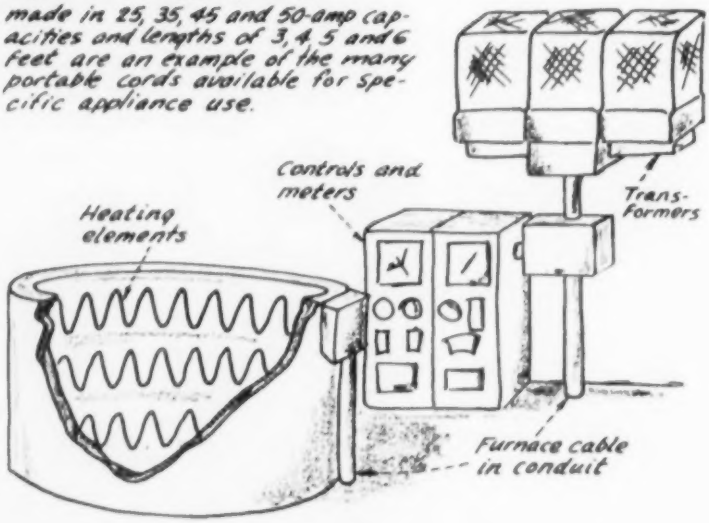
## CONTROL CABLES

handle low currents but must be extremely reliable. A typical example of their use is the remote control of switchboard circuit breakers by means of pushbuttons and relays.



## RANGE AND DRYER CORD SETS

made in 25, 35, 45 and 50-amp capacities and lengths of 3, 4, 5 and 6 feet are an example of the many portable cords available for specific appliance use.




## ELECTRIC FURNACE CABLES

are designed to insure minimum heat loss, voltage drop and temperature rise to provide maximum current to heating elements.

Pinpoints the Information You Need on . . .

# Wires and Cables—IV

**By W. J. Novak**
**and J. F. McPartland**

MANY special cable assemblies are made with mechanical and electrical characteristics suited to particular applications. Construction and application data are as follows:

**Control cables** are assemblies of insulated wires used for various control circuits to electrical machines and equipment. Wires used in such cable may be solid or stranded conductors of small diameter to handle the normally low currents used for control. Each conductor may be rubber-insulated, thermoplastic-insulated, varnished cambric-insulated or asbestos-insulated for high temperature installations. The individual conductors are generally covered with a protective cotton braid and are color coded for easy identification of the different circuits. A typical control cable might contain one conductor or more than thirty conductors. The complete assembly of individual conductors has an overall covering or jacket forming the cable. Non-metallic cable covering may be a rubber overall jacket on the conductor assembly or may be a treated braid over rubber tape. Metallic covering may be lead sheath or metallic armor.

Control cables are made for use in wet or dry locations and in atmospheres of chemicals and corrosive fumes. In commercial and industrial applications, these cables are used to wire motors to their controllers and to remote relays or control devices, to wire signal lighting circuits, to wire traffic lighting circuits, to wire relay circuits for light and power control, to wire metering circuits and to wire remote-operated circuit breakers.

**Mine cables** are made in many types for use in all mining operations. Wire and cable constructions for mine use are suited to particular voltages under various conditions of use in underground and open-pit mines. This includes high-voltage electrical distribution, low-voltage (under 600 volts) distribution and branch circuits to outdoor and indoor loads.

Typical special wires and cables for the mining industry are: borehole or mine-shaft cables which are rubber or varnished cambric insulated, with or without a lead sheath, constructed to stand the strain of long vertically-suspended lengths; bare trolley wires for powering moving mining machines; cords and cables for use on mining machines — shuttle cars, operating drills, cutting machines, locomotives, hand drills; power cables for feeders.

**Submarine cables** are cables constructed for use in electrical circuits under water. They are used in rivers, harbors, lakes, etc. Such cables are covered with either a highly water resistant compound or with an impervious sheath such as lead, providing strong mechanical protection against underwater obstructions, rocks, ship anchors, buffeting due to tides and similar rough treatment.

Submarine cables are used for low or high voltage circuits in electrical transmission or distribution systems. Design of submarine cable installations requires special engineering for the particular conditions.

**Network cables** are special cables used for low voltage electrical power networks which provide high reliability in the transfer of power from one or more supplies to load circuits. This cable is used by utility companies in their networks, installed underground in ducts or in overhead lines. It is also used in industrial plant network distribution systems. Such cables are generally single-conductor cables — of paper and lead, rubber and lead or rubber or neoprene construction, depending upon operating conditions.

**Station cables** are used for hydro-electric, steam and diesel power stations, for indoor and outdoor substations, for generator and transformer leads, for bus connections and other power cable applications. A wide range of constructions is available.

**Vertical riser cable** is used for vertical cable runs in shafts, between a transformer vault and an aerial line, connecting underground systems to overhead lines and similar applications. The cable has construction characteristics suited to the widely varying weather and atmospheric conditions it will encounter and to the conditions of strain in installation.

**Portable power cables** are used for supplying power to portable power equipment—dredgers, welders, compressors, electric cranes, electric shovels, and similar equipment. Both low and high voltage types are available with suitable protective coverings.

**Gas-tube-sign and ignition cable** is another special type of cable, used for transformer circuits to gaseous discharge lamps and for oil-burner ignition circuits. Such cable is designated by Underwriters as follows: GTO-5 for use up to 5,000 volts; GTO-10 for use up to 10,000 volts; and GTO-15 for use up to 15,000 volts.

**Airport lighting cables** are special cables which meet the specifications of the Civil Aeronautics Administration for use in airports. Such cables are single- and multi-conductor types—type R or RH conductor insulation—with an overall neoprene jacket, suited to wide application for direct-burial or in-duct underground circuits to obstruction lights, runway lights, rotating beacons, etc.

**Electric furnace cables** are very flexible high-current, low-voltage cables used for connecting to the electrodes in electric arc furnaces and resistance furnaces. Asbestos and varnished-cambric insulation is used on such cables.

**Series street-lighting cables** have rubber, thermoplastic, paper or varnished-cambric insulated conductors, with an outer jacket of lead or neoprene. These are generally single-conductor cables in ratings up to 15,000 volts.

**Magnet wires** are single-conductor insulated wires used for winding coils for various types of electrical equipment. Round magnet wire is made in sizes from No. 46 to No. 4/0. Square and rectangular magnet wires are also made. Typical magnet wire insulations include: enamel, cotton, paper, asbestos, silk and fiber glass. The different insulations are suited to various applications. Typical coils wound of magnet wire are: relay coils, motor coils, transformer coils, reactor coils, ballast coils, contactor coils and magnet coils.

**Electronic wires and cables** cover a wide range of single-conductor and multi-conductor cables, rubber or thermoplastic insulated, and rubber or thermoplastic insulated wires. These wires and cables are used in radios, televisions, electronic devices, for hookup of sound systems and signal systems and for control circuits.

**Next Month: Raceways**

# BENFIELD

## ELECTRIC SUPPLY COMPANY, INC.

WHOLESALE DISTRIBUTORS
25 LAFAYETTE AVENUE
WHITE PLAINS (No. Sta.), NEW YORK
WHITE PLAINS 8-6660-1

April 6, 1955

STATEMENT OF POLICY

Gentlemen:

Itemized below is the Policy of this Company written in October 1951. We have always conducted our business within the framework of this Policy and expect to continue to do so to the utmost of our ability.

1. The normal channel of distribution of Electrical Supplies is from Manufacturer to Distributor to Contractor to User.
2. We will extend wholesale prices and discounts only to the Electrical Contractor, and other branches of the industry as outlined. No sales will be made at retail or to unqualified purchasers.
3. Industrials, Utilities, Governmental Agencies, Retail Outlets, Etc. will be extended wholesale prices only if they have their own qualified installers doing the work on their own properties, and only when, to our knowledge, there is not an electrical contractor currently engaged. Where an unknown Contractor may be engaged for installation subsequent to the purchase of Materials, an understanding will always be reached with the Buyer whereby the unknown Contractor will be considered as having sold the material involved.
4. Materials used by Industry in production of a finished product will be sold at wholesale levels.
5. No extension of Credit will be knowingly or willingly be made to any class of Customer where such credit may result in unfair competition between Customers.
6. Our Terms of sale shall be Uniform to all Customers.
7. We, as a Distributor, will always do our best to represent our Suppliers in the promotion and sale of their product at fair and competitive prices.
8. We shall always do our best to keep our Customers informed on new Products and new Techniques.
9. We shall maintain warehouse stocks of materials for local and immediate delivery, and provide the means of such delivery included in the price of the Material, unless otherwise agreed.
10. Verbal or written quotations, when rendered, will always be the same to all Customers.
11. Our primary function will always be SERVICE TO OUR CUSTOMERS, sincerely and honestly rendered!

We believe that our Policy is a Good Policy and that anything good can stand repetition once in a while.

May we take this occasion to thank you, one and all, for the chance you have given us to demonstrate that this Policy means more business for all of us.

Yours Sincerely,

H. W. Benfield

# He Put ▸ ◂ His Policy Down on Paper

**. . . and stood by his words. That's the secret (though not so secret among his customers) behind the growing success of five-year-old Benfield Electric Supply Co.**

**BUSY HERB BENFIELD** is a jack-of-all-jobs in his distributing business. Prior to 1951 he put in 20 years in sales and sales management jobs with several manufacturers.

WHEN H. H. (Herb) Benfield started his electrical wholesale distributing business in White Plains, N. Y. five years ago, he decided that one of the first orders of business was to state his policy—if only for the guidance of the members of his new firm.

For the first six months, the set of rules he formulated served as the "internal bylaws" of the organization. Then an idea occurred to Benfield: why not tell customers and prospects about our policy, too. Copies of the policy were printed on the company letterhead and mailed. Another mailing (*see facing page*) was made last year on the basis that "our policy is a good policy and anything good can stand repetition once in a while."

As a constant reminder to his counter customers, he is ordering a 20 by 30-in blowup of the policy statement for mounting near the counter. Outside salesmen carry copies of the statement in their briefcase.

• **Benefits**—Has putting his policy down on paper and publicizing it paid off? Benfield thinks so, but admits the benefits have been intangible. Without it, he says, his new firm would have faced increased difficulties at the start. The policy served then to offset claims that Benfield Electric Supply Co., Inc., was "a fly-by-night" and "too small to do business with."

Contractor reaction to the policy statement, according to Benfield, was strongly favorable. At least one contractor tacked it up on his office wall and called it to the attention of salesmen for competing wholesalers. Another contractor, Joe Burcheta, of J. P. McCormack, Inc., Mt. Vernon, N. Y., wrote Benfield, "We think your policy is 100 per cent and wish more suppliers would come up with a similar statement—and live up to it."

• **Expansion**—Besides helping his firm survive its first critical years, Benfield believes the policy—intangibly—has also contributed to its growth. Dollar volume for the fourth year in business was eight times what it was for the first full year. With this increase in business has come physical expansion. The company is currently adding a next-door warehouse to its facilities, thereby more than doubling its floor space. The number of employees since 1951 has grown from three to nine.

Asked whether he plans to stick to his policy in the future, Benfield's answer is an emphatic yes. "There will be times when we lose business because of it—business we could have if we were careless about it," he says. "But when you put a policy in writing, you've got to live by it to keep it from being simply a piece of paper."

**ADDITIONAL WAREHOUSE SPACE** he's taking over is pointed out by Benfield. Total floor space will amount to approximately 11,000 sq ft, plus mezzanine and shed.

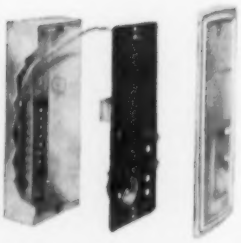
**SALESMAN TONY McHUGH**, an electrical engineer, loads his station wagon for a special delivery. He knows firm's policy by heart, often refers to it in course of selling.

# NEW... most beautiful Apartment Telephones ever made!

- Equipped with cordless loudspeaker or watchcase receiver—your choice
- Modern, slim, streamlined design
- Aluminum face plate with beautiful anodized finish in brushed gold or silver
- Plug-and-receptacle installation
- Easiest telephone in the world to install and maintain
- Excellent voice reproduction
- Competitive price
- Pleasant-sounding audible signal
- Flush, semi-flush or surface wall mounting

Auth vestibule and lobby telephones also have been re-designed and are the last word in appearance and efficiency. Get complete facts today.

*Apartment and vestibule telephones illustrated are cordless loudspeaking type. Also available are apartment telephones with watchcase receiver as indicated.*



*Exploded view of cordless loudspeaking telephone*

*Watchcase receiver type*

**Auth**
SINCE 1892

ELECTRICAL SIGNALING, TIME AND COMMUNICATION SYSTEMS FOR HOSPITALS, SCHOOLS, HOUSING, INDUSTRY AND SHIPS

## Auth Electric Company, Inc.

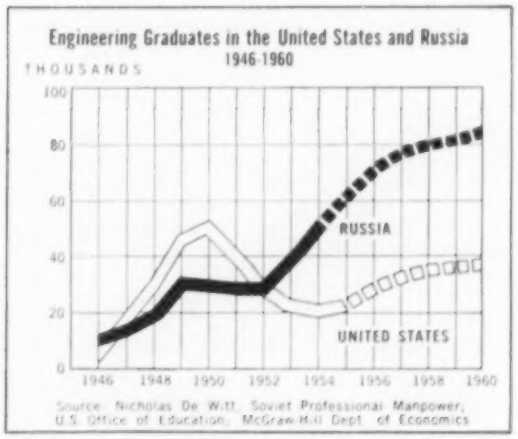
LONG ISLAND CITY 1, NEW YORK

## THE SHORTAGE OF SCIENTISTS AND ENGINEERS:

# Are We Losing the Race with Russia?

THERE is new confidence in the Kremlin. One key reason is expressed in a recent boast of Communist Party Secretary Khrushchev: **"The capitalists always regard our people as being backward, but today we have more engineers and more supporting engineering technical personnel than any capitalist country."** He promised that this lead would be widened and that communism would be victorious without war.

This boast cannot be dismissed as communist propaganda. Admiral Lewis L. Strauss, chairman of the U. S. Atomic Energy Commission, has warned: **"In five years our lead in the training of scientists and engineers may be wiped out, and in ten years we could be hopelessly outstripped. Unless immediate steps are taken to correct it, a situation, already dangerous, within less than a decade could become disastrous."**




This second editorial in a series on the shortage of scientists and engineers is designed to explore as carefully as possible the facts and the implications of the new emphasis on technical training in the Soviet Union. It draws heavily from the authoritative book *Soviet Professional Manpower*, prepared for the National Academy of Sciences and the National Research Council by Nicholas DeWitt of the Russian Research Center of Harvard and released recently by the National Science Foundation.

### Trend Is Against Us

If the Soviet Union already has a lead in technical manpower, it is not very great. Both the United States and Russia now have around a million scientists and engineers. About a third of the Russian engineers were trained on inferior pre-1935 standards. **It's the trend — shown in the chart — that is alarming.**

Over the last five years we have turned out only 142,000 engineers, compared to an estimated 216,000 in Russia. In 1955 our output was around 23,000 compared to their 63,000. Over the next five years our projected output is 153,000, against at least 400,000 in Russia. There will be an additional 150,000 or more in the satellites and Red China.

In Russia, 30% of the college students are in engineering, compared to 8% here. Another 30% or more take degrees in natural sciences. Moreover, unlike ourselves, the Russians are

ploughing back a large proportion of their science graduates into teaching, which implies a rapid buildup in the future.

## Quality As Well As Quantity

It would be foolhardy to assume that these new Russian graduates are inferior to ours in the quality of their technical training. They start out with much more intensive mathematical and scientific preparation at the high school level. They study harder and longer in college, with more laboratory work and more practical training. Their courses and textbooks seem to be as thorough as ours. Even though the Russian graduates may be overspecialized, they get results.

These results have been striking. The Russians developed both A-bombs and H-bombs faster than we expected, and it's not certain that they had to rely much on espionage. They pushed ahead of us for a while in jet fighter design, and they showed up with a fleet of long-range bombers well ahead of schedule. They are crowding us on nuclear power, electronics and automation. There are grave fears that they have established a lead in the vital field of military rockets.

The goal of Soviet scientific manpower policy includes not only weapon supremacy but also leadership of the neutral and uncommitted areas of Asia, Africa and the Middle East. The Soviet leaders may be bluffing in their offers to export capital, but they are preparing to export Russian scientific and technical know-how in a big way.

## How They Do It

The Russians are determined to win the race for scientific supremacy, and they do not count the cost. **They pay their scientists and engineers salaries that seem fantastic when compared with other Soviet incomes.**

Senior professors, research scientists and top engineers are a major segment of the Russian elite. Their incomes are frequently six to ten times the average industrial wage. (In the U. S. six to ten times the average industrial wage would be $25,000 to $40,000 a year.) Housing and other privileges are correspondingly lavish. While preaching equality, the Soviets use capitalistic incentives far more boldly than we do. Indeed, practicing engineers and scientists have been complaining about the exalted status of professors and top research people, and salary scales are now being adjusted to give greater emphasis to practical results.

**The Russians are also generous in their aids to education.** Tuition has just been made free at all levels. Undergraduates receive 200 to 500 rubles a month and graduate students 800 rubles (about equal to an industrial wage) to cover living expenses. The biggest stipends go to science and engineering students. College students are deferred from military service, and engineers and scientists often enjoy continued deferment even after graduation.

**Finally, the Soviet leaders can channel engineers and scientists — and all other human and material resources — into any area they choose.** And the areas the Soviet leaders choose are predominantly those that contribute to military or political objectives, rather than to a better life for consumers.

## What's Our Answer?

**We are certainly not going to adopt Soviet methods. We do not want scientific robots, but free men, able to understand and add to our democratic heritage. At the same time, our world leadership in technology — and perhaps even our survival as a nation — will be threatened if we allow ourselves to lag far behind Russia in the training of scientists and engineers.** Ways to keep the United States in the race will be discussed in a later editorial in this series.

*This is one of a series of editorials prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nationwide developments of particular concern to the business and professional community served by our industrial and technical publications.*

*Permission is freely extended to newspapers, groups or individuals to quote or reprint all or parts of the text.*

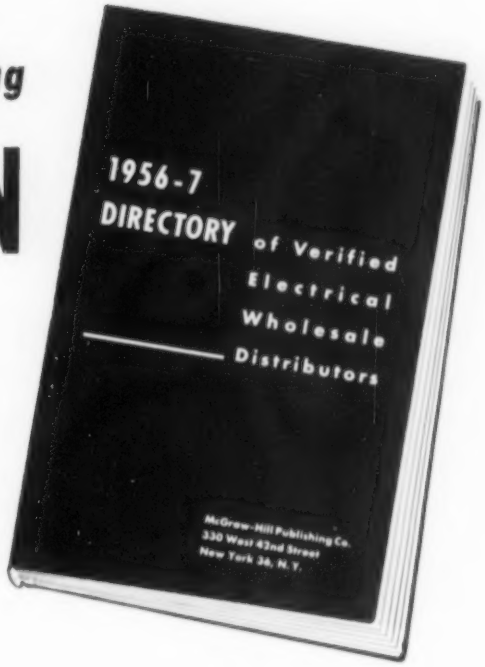
Donald C McGraw

PRESIDENT

**McGRAW-HILL PUBLISHING COMPANY, INC.**

*for planning...building...improving*

# DISTRIBUTION




**Over 2000 names of verified electrical wholesale distributors**

**Every name verified**

**Indexed for quick reference**

**Expanded key shows major product groups carried**

EVERY MANUFACTURER who sells through electrical wholesalers . . . who is searching for ways to build distribution, increase sales efficiency and direct mail effectiveness, will find the revised, expanded 1956-57 McGraw-Hill Directory of Verified Electrical Wholesale Distributors an indispensable reference.

The Directory contains data on more than 2,000 electrical wholesalers, checked and double-checked with several reliable sources:

**Name and address of firm . . . The telephone number . . . Branch and affiliated houses . . . Names of officers and department managers . . . Name of purchasing agent . . . Territory covered . . . Number of salesmen – outside, inside . . . Floor space occupied . . . Regular inventory in dollars . . . Lines handled – equipment, supplies, appliances, etc. . . . Year business was established . . . Membership in National Association of Electrical Distributors.**

This information makes the Verified Directory a valuable finger-tip guide for sales managers, advertising managers and field salesmen – for every man in the organization having contact with electrical wholesalers. Besides saving much sales time and expense, the Directory serves as an accurate guide in planning sales promotion, and answers the many important questions which arise daily concerning the electrical wholesalers you are – or plan – doing business with.

State Directories are an added service which permits branch offices, where interest is only regional, to have easy access to information on selected areas. The state service is available to those who subscribe to one or more copies of the complete edition.

Use the coupon now, while the matter is before you, to obtain the new, revised Directory of Verified Electrical Wholesale Distributors – a key to improved, lower-cost distribution of your electrical products.

Directory of Verified Electrical Wholesale Distributors
McGraw-Hill Publishing Company, Inc. (Dept. E-WH)
330 West 42nd Street, New York 36, New York

Please enter my order for _____ copies of your 1956-1957 Directory of VERIFIED Electrical Wholesale Distributors at the following prices:

First or single copy, $35. Two-to-5 *additional copies* @ $30. Six or more copies @ $25.

We are enclosing our check for $_____

COMPANY _____

STREET ADDRESS _____

CITY _____ STATE _____

PER _____
(NAME) (TITLE)

Also enter my order for State Directories at $3.50 each, as follows:

| STATES | # COPIES |
|---|---|
| | |
| | |
| | |
| | |
| | |

## *THE GENERAL ELECTRIC TSA-40*

# NEW TIME SWITCH—NEW LOW PRICE

**Replacing Type T-27**

TSA-40, an entirely new heavy-duty general purpose time switch, has been designed by General Electric to meet your demands for more reliable on-off operation at a lower price.

**MANY NEW FEATURES** make the TSA-40 a superior time switch for all heavy-duty, on-off applications. Exclusive contact shearing action gives you reliability and long life; new case, latch and cover gasket give complete weather-proofing; smaller size and more wiring space cut installation and maintenance costs; and extended operating temperature limits provide dependable service under a wide range of ambient conditions.

**VERSATILE IN APPLICATION**, the TSA-40 offers precise and reliable control of all types of street, sign, store window and floor lighting; capacitor switching; heating, air conditioning, and refrigeration; irrigation and pump control; and many other industrial and central station uses. The TSA-40 is fully suitable for both indoor and outdoor applications.

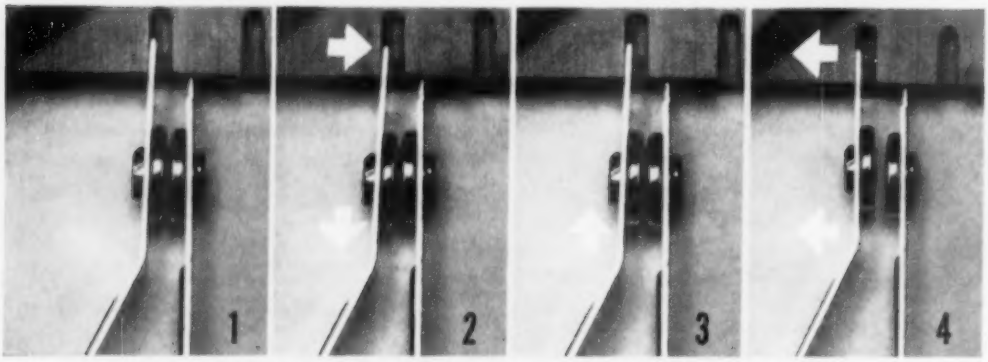
**YOU GET EXTRA VERSATILITY** when you order a TSA-40 with either or both of these optional features. The *omitting device* permits the TSA-40 to omit its operation on any day or days of the week. It can be added to a standard switch that is already installed. The *astronomic dial* is a special time dial which follows the changing schedule of sunset and sunrise in a particular locality. You save on cost of servicing because the need for regulating the time switch as the days grow longer or shorter is eliminated.

**FOR PRICES AND FURTHER INFORMATION,** call your nearest General Electric Apparatus Sales Office or write for Bulletin GEA-6468 to Section 584-4, General Electric Company, Schenectady 5, N. Y.

*Progress Is Our Most Important Product*

**GENERAL ELECTRIC**

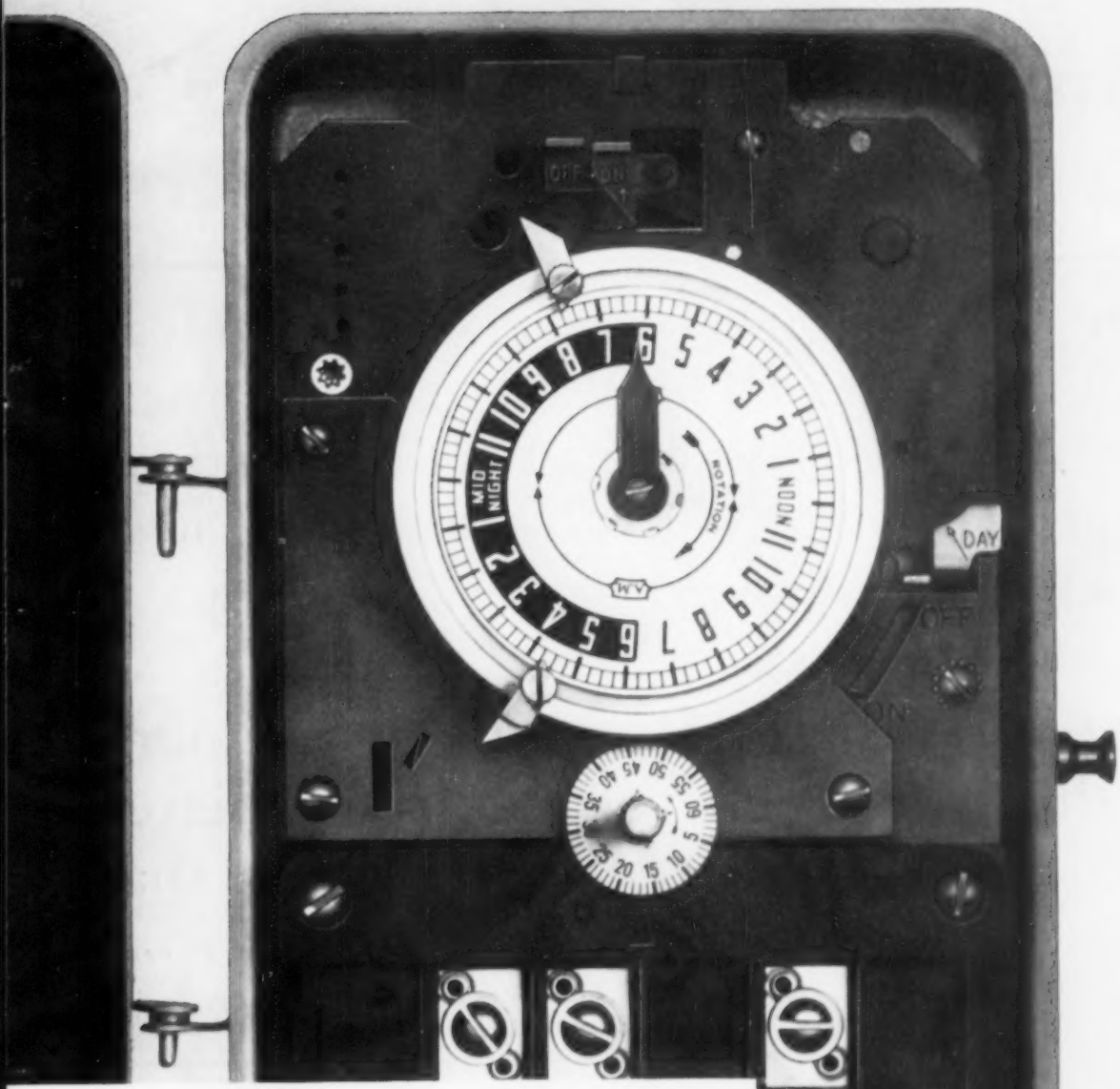
**EXCLUSIVE CONTACT SHEARING ACTION GIVES GREATER RELIABILITY**

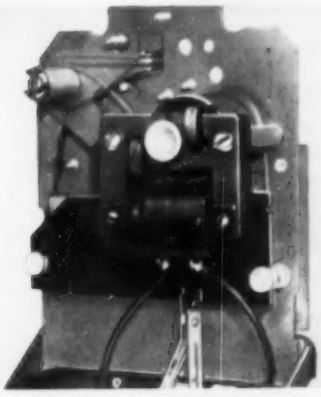



**WELDS ARE BROKEN, CONTACTS KEPT CLEAN BY THIS SHEARING ACTION:**
(1) Contacts, shown here in closed position, are actuated by slotted bar at top of these actual photographs. At start of opening action (2), bar moves to right forcing left contact to move down with shearing action. As bar completes motion to right (3) contacts are released and spring blades cause second shearing action just before contacts snap open (4). Bar returns to first position ready for next operation.

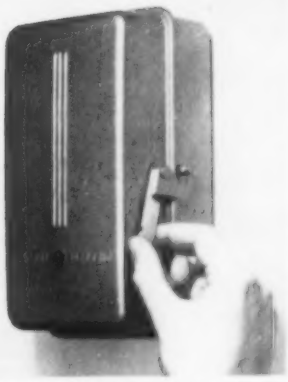
**NO WIRING BURNOUTS** or "hot spots" because one-piece contact and terminal eliminate all internal wiring to contacts. Unit terminal block makes replacement easy.

**ACTUAL SIZE**



**GREATER TEMPERATURE RANGE** of −50 F to 150 F is made possible by silicone grease in reliable Telechron* motor. Direct drive of switching mechanism assures positive action.



**COMPLETELY WEATHERPROOF** steel case has press-fit latch for tight seal and easy opening. Side-hinged removable cover simplifies installation and maintenance.

*Reg. trademark General Electric Co.

ADV.

# Introducing "Skimpy Wiring" to your homeowner customers!

More than 15,793,000 readers of the Saturday Evening Post and This Week national magazines will see this dramatic Kennecott ad featuring "Skimpy Wiring"—Dead End Kid of the electrical business!

## It's another nation-wide advertisement in the Kennecott campaign for better home wiring with copper—a drive that *helps your contractors get more re-wiring jobs, your dealers to make more sales!*

Let Kennecott help you with your own local better wiring campaign, too!

**SEND FOR FREE PROMOTION MATERIAL**

***Help your contractors and dealers fight skimpy home wiring in their own areas!***

Send today for free reprints and poster-sized blow-ups of Kennecott national advertisements. Get free copies of the educational booklet, "The ABC of Home Wiring." Ask for complimentary newspaper mat service folder, Home Wiring Wall Chart, and list of at-cost prices for large-quantity orders of all material available. No cost, no obligation! Write Kennecott Copper Corporation, Dept. WH 66, 161 East 42nd St., New York 17, N. Y.

# MEET SKIMPY WIRING

**The Electrical Delinquent found in 35,000,000 homes!**

Look at that tangle of plugs and sockets! Note the frayed, weak-looking wiring! That's him, all right – Skimpy Wiring – the villain responsible for the electrical woes of homeowners all over the nation.

Have you a toaster that heats slowly? Does your TV set twitch when other appliances go on? Do your fuses blow or circuit breakers trip too often? If so, beware . . . you are a victim of Skimpy Wiring!

Weak, worn-out home wiring cannot possibly deliver full power to your appliances. It wastes electricity, can cause appliance failure, may even be a source of fire!

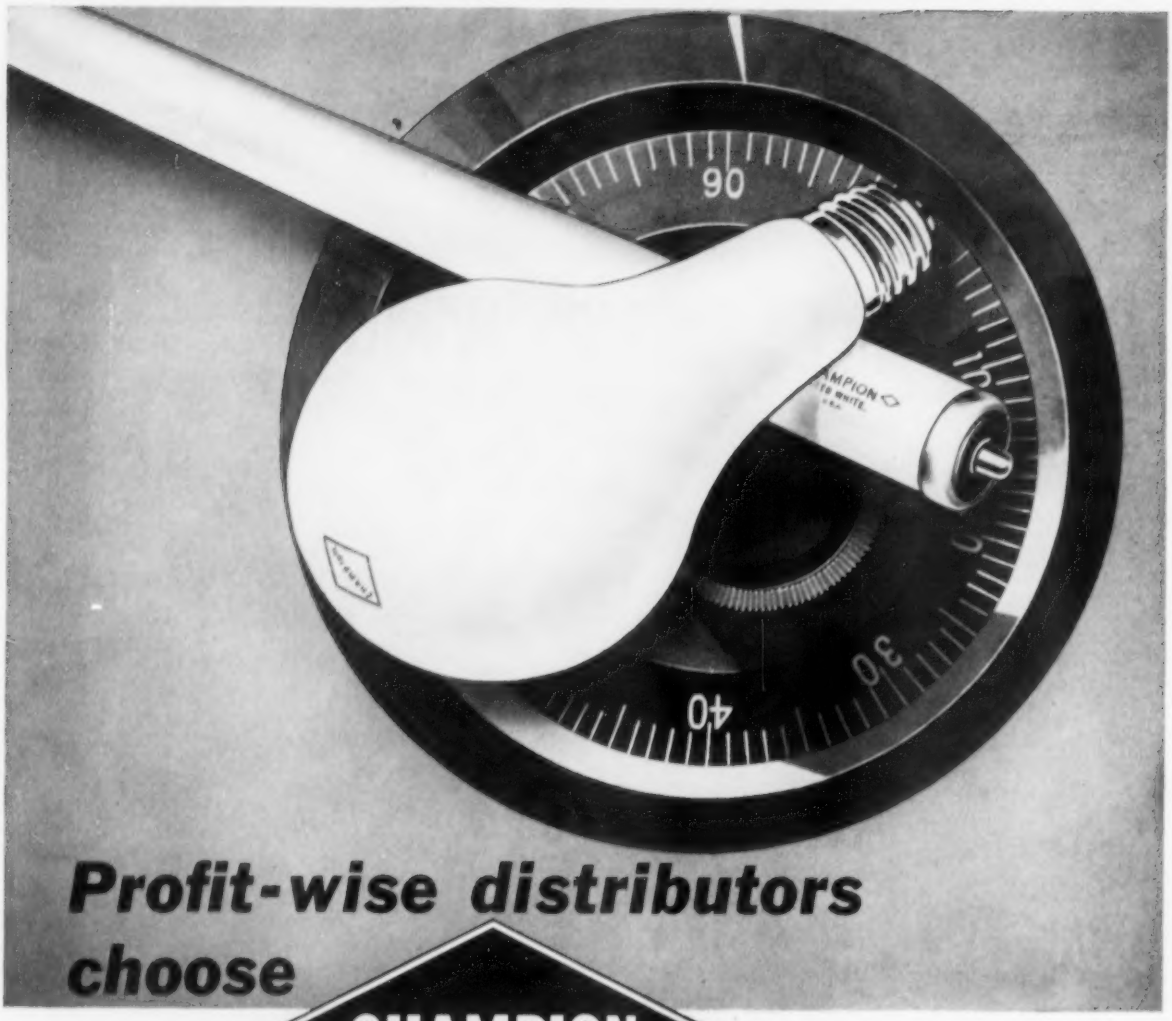
If you see signs of Skimpy Wiring in your own home, call an electrical contractor or consult your local power company. Learn how easily you can have safe, *adequate copper wiring* installed to make your home more *electrically livable!*

. . .

**Get FREE Booklet!** "The ABC of Home Wiring" explains facts about your electricity, how you can make it serve you better. Write Kennecott Copper Corp., Dept. S46, Box 238, New York 46, N. Y.

**Kennecott Copper Corporation**

*Subsidiaries: CHASE BRASS & COPPER CO. • KENNECOTT WIRE & CABLE CO.*




# Profit-wise distributors choose CHAMPION to make LAMPS A MORE VALUABLE LINE

**WHY IT PAYS TO SELL CHAMPION LAMPS**

1. Controlled distribution protects your volume and profit.
2. Close, personal field support builds sales.
3. Valuable technical services cement customer relations.
4. Top quality insures customer satisfaction.
5. Made and tested to meet exacting industrial standards.

Lamps can be substantial, steady profit producers when you sell Champions — a line with a quality reputation second to none — yet not offered by everyone else in the business.

With Champion Lamps, *you* get the steady, repeat orders generated by customer satisfaction; and you get a fresh crack at new accounts with something new to talk about.

Choose Champion to better your business in lamps in every way. Write for full information.

**CHAMPION LAMP WORKS**
*LYNN, MASSACHUSETTS*
**A DIVISION OF CONSOLIDATED ELECTRIC LAMP COMPANY**

A SPECIAL REPORT

# Counter Selling From A to Z

**Over-the-counter sales are growing in importance. Practically every distributor has made that discovery. Here, to help you make the most of this development, is a package of helpful ideas on the subject—for both countermen and management**

**By Robert S. Bush**

COUNTER selling is a vital part of electrical wholesaling today. In some areas, these sales account for as much as 50 per cent of the firm's total business. Overall, the distributor brings in an average of 21.2 per cent of his dollar volume over the counter.

And how important a role does the counter salesman play in this operation? One distributor has referred to him as "the backbone of the entire distribution business." Most won't agree with this viewpoint, although they'll concede the counterman's importance is growing.

• **Operation Research**—To find out just how important counter selling is and what it takes in today, ELECTRICAL WHOLESALING made a nation-wide mail survey of both distributor management and counter salesmen.

In addition, scores of distributors and countermen were interviewed personally to obtain a complete picture of this segment of the business.

• **Covers Wide Area**—The result of this research is a 12-page special report. We have titled it, "Counter Selling From A to Z," to indicate its comprehensive nature (it covers in detail or in passing the subjects alphabetized at the right).

The special report is organized as follows:


- Scope of counter selling (page 90-91).
- Qualifications for counter selling (page 92-95).
- Hiring and training for counter selling (page 96-97).
- Forward-looking ideas for counter selling (page 98-99).
- Some problems of counter selling (page 100).


## YOU'LL FIND THESE ITEMS COVERED IN THIS SPECIAL REPORT


A

Abilities
Advancement
Application know-how
Arranging displays

Benefits
Breaking in

Courtesy
Credit knowledge

Daily routine
Duties

Experience

Friendliness
Functions

Gripes
Growth

Handling complaints
Hiring

Imagination
Inventory knowledge

Keeping catalog current

Learning
Literature

Minimum order

Needs
New ideas

Opportunities
Outlook

Passing on leads
Personality
Practices
Pricing
Problems
Product knowledge
Promotion

Qualifications

Relationships
Restocking

Salesmanship
Sales meetings
Satisfaction
Savvy
Self-service
Supervision

Teamwork
Training

Understanding

Value

Waiting on customer
Walking

Z

Zeal

# Scope of Counter Selling

**As a counter salesman, you do many things besides sell. Here's a rundown on these chores—and how they rate in time**

TODAY'S counterman has often been called a jack-of-all-trades in the electrical distribution field. On the other hand, some distributors say he has a one-track mind and can perform a successful job only when selling at the counter.

Whatever the opinions might be, the duties of most counter salesmen do not end with counter selling. Although selling is his main function—whether at the counter or on the telephone—other duties important in his selling job take up a large segment of his daily routine.

• **Maintaining Displays**—For example, keeping displays in good order or changing them is an important duty for the majority. In fact, an analysis of a recent ELECTRICAL WHOLESALING survey of countermen shows that an average of one hour daily is spent in arranging literature, charts and product displays.

Too often, displays in a counter area have been "raided" because of inadequate stock. Most countermen realize that adequate and clean displays can assist them in their selling efforts.

Many, in order to save time in replacing products removed from display boards, occasionally tell their customers that the boards are the property of a manufacturer who has leased them to the firm. Only in extreme cases will some countermen sell "off the boards."

• **Important Minutes**—Although the majority of countermen say they spend less time each day—an average of 50 minutes—in restocking shelves than in performing most other functions, they agree it is one of the most important for which they are responsible.

If items ordered by a customer are not available at the counter area, valuable time is lost in obtaining the supplies from the warehouse. If the customer is in a hurry, he might be irritated by the delay. Other customers can easily be delayed also.

A third everyday aspect in a counterman's job involves pricing orders. This function is usually considered important because it involves company price policy.

One Northeastern distributor puts it this way: "We try to the best of our ability to keep our countermen informed of price policy and changes. This is done to prevent office red tape that might occur if tickets for the same commodity are priced differently.

"We don't like to find this situation occurring, and we don't want our customers to find it. This practice can easily tend to confuse and irritate them."

As an indication of its importance in facilitating sales and eliminating questions later, figures show that countermen spend an average of one hour and 20 minutes daily in pricing orders.

**Selling Supplies** at the counter or over the telephone takes up the greatest amount of the counterman's time. Here—where he spends about five hours and 45 minutes daily—his actions and attitudes have a large influence on the amount of overall sales. Usually, the counterman knows most of the customers personally because of his constant contact with them.

**Pricing Orders** at the counter takes a large portion of the counterman's valuable time. Care is needed in pricing an order correctly. Here again, company policy usually is involved in order to standardize the methods of pricing. If two tickets for identical items are priced differently, a customer can easily become confused or even irritated.

• **Complaint Dept.**—No electrical wholesaling firm is without customers who do not occasionally complain about service or products. And usually, the counterman is the person who has to listen to the many gripes—at an average of 35 minutes each day. These complaints come from customers at the counter and over the telephone.

Approximately 30 minutes daily is spent by countermen keeping catalogs current. Most have found that unless they take time to make the daily changes, the ac-

**Restocking Shelves** plays an important role in the functions of a counter salesman. Usually, this duty is performed daily to insure an adequate stock of supplies at the counter area. Most countermen say their customers are always demanding quick service. They find that if the bins at the counter are not well supplied, the customers are irritated by the delay.

**Maintaining Good Displays** is often essential to countermen as a selling aid. Selling time can be increased if the counterman keeps an up-to-date display of literature in locations which can be referred to easily. The counterman can increase his product knowledge or assist a customer by quickly knowing where a description of a product is located.

**Handling Complaints** is one duty a counterman is unable to avoid. Sometimes, during a normal day, he will find one or more customers unhappy about a product they received or about a delivery which was late. Although he is faced with these complaints, the counterman must be a diplomat in handling the situation or in following company policy.

**Keeping Counter Catalogs Current** can mean faster service for the customer. A description of the product ordered and the price are in easy reach of the counterman who has made the necessary substitutions and additions in the catalog as they have been received from the manufacturer. Time is lost when counterman hunts for sheets.

cumulation of sheets soon becomes so large that valuable selling time is lost in trying to bring the changes up to date.

• **Selling Comes First**—Some countermen spend time receiving shipments into stock, making purchases or training new countermen. However, whatever other duties they might perform, their main job is selling. Most average five hours and 45 minutes at the counter or on the telephone selling their products—and their companies.

There is some opinion among management that functions of countermen should be limited to counter sales.

"A good counterman is a specialist," one New Jersey distributor says. "And he should remain as such. The more duties he undertakes elsewhere, the less efficient he will be at the counter."

However, at present, the duties of most countermen are many. And they all contribute to make the overall operation of the company successful.

# Qualifications For Counter Selling

It takes a combination of abilities to make a good counter salesman. Although most distributors agree it is hard to find a good counterman today, they believe your function is one of the most essential to them

## Knowing Products Handled

Among the abilities distributors believe a good counterman should possess, most rank a thorough knowledge of products the highest.

Perhaps, more than anyone else in the wholesaling operation, he should be a walking encyclopedia of things electrical. Many customers require help in their selection of supplies. A successful counterman will be able to answer any question about various products or know where to find the answers quickly.

• **Must Have Know-How**—A smart counterman can save the company time, money and confusion by knowing how to obtain the necessary information about products. Often, customers ask for products in general terms.

For instance, a contractor may ask for a 1-hp starter. But the counterman must find out whether the customer wants, among other things, a one-phase or a three-phase starter.

Likewise, if a customer requests—in technical terminology—a 1900 box, the counterman must know how the box is going to be used and what type of connectors will be required.

An eastern distributor says that every day, customers ask for products without fully knowing what they want or how they are listed in manufacturers' catalogs.

"It is up to the counterman to inform himself about the products he sells. And it is up to management to work with his counterman and keep him informed on new products and new items carried in stock.

"Trade names are important in our business," he explains. "Five people may come in for the same item within the same hour, and it is possible that each will call the same product by a different trade name or give a different description. When this happens, the counterman has to be alert to grasp and analyze what the customer wants, and be able to come up with the right product."

According to an EW survey of counter salesmen, 51 per cent of their customers ask for products by physical description, 27 per cent by brand name, 17.6 per cent by application and 4.4 per cent by showing an advertisement.

• **Needs Quick Thinking**—One midwestern counterman says that some customers ask for products in electricians' trade jargon, necessitating a quick understanding by the counterman. Sometimes, customers bring in samples of items they want, a southern counterman indicates.

For a western counterman, the situation can at times be exasperating. "There are always those customers," he says, "who ask for products only by means of testing our patience and ability."

Experience, of course, is the best means for acquiring product knowledge. However, the good counterman avails himself of every other opportunity in gaining knowledge.

• **Learn Through Literature***—One way is through a study of product literature supplied by the manufacturer. As a Southern distributor says: "Our countermen get valuable product knowledge from studying literature. They not only learn the new products, but learn about their suppliers."

In addition, knowledge obtained from catalogs is helpful. Everytime a counterman checks the catalog for a description of an item ordered, he is increasing his own knowledge of the product.

## Putting Knowledge To Use

A successful counterman must be more than a salesman. In a sense, he must be a technician in order to explain product application to his customers.

If a counter salesman has a background knowledge of products, he will be able to recommend a new product in stock and explain how it can be used and what its advantage will be. In addition, the counterman may be able to recommend two or three products which the customer at first didn't consider using.

• **Needs Versatility**—The counterman has to be versatile in the sense that people coming in to the counter aren't necessarily catalog-number quoters. Often they ask for a product by application.

If the item requested is not in stock, but if the salesman knows product application, he will be in a position

*In answer to a question on our counterman survey, "Do you find ELECTRICAL WHOLESALING very helpful, helpful occasionally or not worth looking at," 96 per cent answered very helpful; four per cent answered helpful occasionally.

to recommend a substitute product, and may prevent the customer from going to a competitor.

To a large extent, sales are built when customers know they can depend on their countermen for the answers to various problems they encounter.

There are many times when a counterman can be the one person in an organization who can lose or build an account. If he knows what products are in stock and has a knowledge of product application, he can provide a large amount of contact selling and can build tremendous good will.

• **Rely on Counterman**—Many customers rely heavily on the inside salesmen to help in the solution of problems. For instance, a counterman may be consulted about the type and number of lighting fixtures to be installed in a residence, in addition to the best location for their installation.

"An alert, good inside man is as important in any sense of the word as a good outside salesman," a New Jersey distributor comments. "Even with 10 men on the road, one of their contacts who might come into the counter for purchases will be impressed only if the counterman knows what he wants or knows what can be used in place of a particular product.

"Then—and only then—will a sense of security be built in the customer's mind to the degree that he will return."

Increased business is available to any distributing firm whose customers are confident the countermen know what they are talking about.

## Getting Along with People

"Our countermen are taught that their treatment of the customer is the most important function of the business," a Southern electrical wholesaler has commented.

He continued that if the counterman maintained a pleasing personality, sales would be increased. Because of his contact with the customer, the counterman has the opportunity of being on top in the selling phase of the business.

On the other hand, customers may discontinue business with a firm because of the attitude of the counterman with whom they have done business.

• **A Lasting Impression**—As in many other cases, the same is true here: the first impression is the lasting impression. For new customers, distributors are in agreement. They believe that if the customer is helped and treated courteously in every way, he will return.

With older customers, a courteous—but perhaps a less formal—attitude is still important. A counterman must be a good judge of human nature. He must sense exactly what to do and say at the right moment. In a sense, he is a psychologist.

To some customers, remarks or jokes can be passed on without fear of offending the customer. Yet, the same remarks can not be conveyed to another customer for fear of losing the account.

• **Good Selling Manners**—Some distributors stress to their countermen the importance of good manners and courtesy when selling at the counter or over the telephone.

One northeastern wholesaler occasionally checks his countermen to see that they greet their customers with a smile.

"It makes the customers feel good and important, which they are," he says. "If a customer hasn't been in for some time, the countermen are trained to inquire about him from another customer. Eventually, the word will get back to the customer who, at least, will know we are thinking about him."

Each counterman at one supply house in the East has his own group of customers he serves exclusively. Customers normally wait for their counterman to serve them because they have confidence he knows their needs best.

• **Notices Greeting**—At a supply house in the South, one distributor goes so far as to notice the way he is greeted each morning by his countermen.

"If the greeting is not with enthusiasm," he says, "I know something is wrong. If there is, it could reflect in the attitude he has for his customers during the day. That could, in turn, reflect on sales. Often, I have a talk with the counterman to see if anything is wrong and if it can be straightened out."

Often, a counterman is required to be patient with his customers. If a contractor, for instance, has trouble at home or at the office, he brings his problem into the supply house. And the counterman has no other choice but to listen to it.

## Doing Some Real Selling

Counter sales average 21.2 per cent of a distributor's overall business, EW's survey of wholesalers of electrical apparatus and supplies reveals. Some list figures as high as 50 per cent, some as low as five per cent. Most indicate the average is continually increasing.

• **Need Selling Ability**—With the competition also increasing, today's countermen are finding it necessary to exercise as much selling know-how as possible. As one distributor said: "Enough selling know-how is not enough. It is only a start."

But do countermen have enough selling know-how today? "No," a Philadelphia distributor says. "Most countermen I have found are lazy, and in reality, are only clerks. They don't try to upsell. When a customer enters the supply house, they stand around and say nothing until asked for supplies."

A New Jersey wholesaler adds that most countermen do not attempt related selling unless they are in the mood for it. However, he says that the counterman is one of the most important persons in the entire operation.

And the majority agrees with this. Most distributors contend that without the present counterman, they could not remain in business.

• **Increasing Sales**—Related selling, of course, is important to a counterman in increasing the company sales. Some distributors believe this is possible in self-service operations where customers have the opportunity to see items they had not remembered to write down.

Mainly, related selling is left entirely to the imagination of the counterman. It is up to him to suggest such things as connectors for wire or screwdrivers for connectors. When he sells conduits, he has an opportunity to sell straps, couplings or elbows.

The counterman's position is unique. Often, telephone orders from industrials usually can not be changed be-

cause the order is in the form of a requisition. However, with most other customers—whether on the phone or at the counter—there is no limit to what he can suggest regarding related items.

In addition, a counterman must be alert to suggest or recommend quantities of items to customers in order to increase sales. Often, customers will order an item in quantities of six or seven. When this occurs, a good counterman will attempt to boost the quantity to a standard package of 10.

• **Benefits Operation**—This type of selling is very important. First, it reduces work mechanically for the extension and double checking of pricing on invoices by the accounting departments.

In addition, the customer receives the original packing. This eliminates the possibility of having additional boxes in which to store the loose material. The distributor doesn't have loose items in his truck or warehouse store bins.

Most important, of course, is a definite boost in sales. This may be to a small degree on an individual sale, but will show large results in a period of a year.

A counterman in an eastern firm is attempting to bring to the attention of customers the availability of new products. Every evening, from 5 to 6 o'clock, he telephones regular customers and prospects to tell them about new or improved items.

He says that this attention gives the customer a better idea of what to purchase the next time he is in the supply house.

• **Reducing Lengths**—One problem in selling which can be overcome involves cutting pieces of cable to length for customers.

Often, the customer wants more than the several feet remaining on a reel. Consequently, the counterman is forced to open another reel. If this occurs frequently, the counterman soon finds he has accumulated many odds and ends of wire—good wire, but in short lengths.

"A good counterman can help reduce this stock of short lengths by finding out what the runs are when his customers ask for lengths to be cut," a New Jersey distributor says.

The wholesaler explains that if the counterman finds his customer wants four 33-ft lengths, for instance, and he has a 100-ft piece in stock, he can reduce the short cut-length. This is done by using the 100-ft piece to make up three of the 33-ft lengths, and a piece from an open reel for the balance.

This process can be done with practically anything that needs to be cut.

• **Time Essential**—Techniques used by countermen to speed up service at the counter are important. The longer a customer remains in the supply house the more money a distributor spends in waiting on him, not to mention the time wasted which could be spent in waiting on another customer.

Many countermen try to speed service by making sure they know exactly where each item is located. In stocking bins, they attempt to keep different items on separate shelves, and when obtaining items for a customer, they try to break only one standard package at a time in order to keep a closer check on the number of pieces remaining.

Countermen for a distributor in the East try to eliminate duplication of steps by asking the customer for his list of supplies to be purchased. The distributor says that often, customers do not know how items are stocked, and unknowingly have the counterman dancing back and forth over the same area.

"If the customer refuses to turn over his list to the counterman, perhaps because he has other items he wants to order from a competitor, our counter personnel are told to ask for a copy of the list of supplies which are to be purchased from us," the distributor explains. "If this policy is adhered to, it can be very timesaving to the counterman."

One distributor has said that countermen should "Never say no" to a customer. By this, he meant that an item should not be forced on a customer which he doesn't want.

"Instead, there are always substitutions," he says, "and as long as the company stocks quality lines, there should never be any worry about the product responsibility of the unit which will be used as a substitute."

• **Quality vs Price**—In addition, countermen should never sell down on the basis of price. Over a period of time, such results are noticeable in dollar volume. Many countermen have a practice of selling a quality item unless the customer specifically mentions he wants a cheaper product.

The counterman will usually find that as he upsells, better volume and profit margin will begin to snowball.

The counterman who can move items in which there is little interest also is invaluable. Occasionally, a distributor finds he is stuck with such dogs, and requests his counterman to get rid of them. On these close-outs, prices are drastically reduced, or the items are given free by the countermen to customers who make minimum purchases.

Through their contact with customers, countermen often pick up leads about prospective accounts or jobs which can be passed on to outside salesmen. This practice adds to the overall sales volume of the firm.

Survey results showed 77.2 per cent of the countermen work very closely with outside salesmen. While 18.2 per cent pass along leads occasionally, 4.6 per cent replied they never bother with the outside sales force.

One counterman from the West explained his action this way: "It is to our mutual advantage to work closely together. I feel each is more or less dependent on the other. After all, we are all striving to make our firm larger and better. Cooperation means service to our customers."

## Keeping Tab on Inventory

A continuous knowledge of the inventory on hand for use at the counter is as important to the inside salesman as it is to the business office.

A customer can easily become disgusted when, after he has waited several minutes for an item he has ordered, he is told by the counterman the product is out of stock. This will continue to happen unless the counterman finds some means of remembering the amount of stock with which he has to work.

Some distributors feel it is unwise to let a customer know the item he is purchasing is the last one on the shelf.

"If there is anything a customer likes," one distributor

says, "it is to feel the firm has plenty of supplies in stock to take care of any requirements that might arise. It increases their confidence in the firm, and their purchasing potential."

• **Misjudge Stock**—Counter salesmen who fail to replace items they have shown their customers will soon find they are misjudging the quantity of supplies in stock. Often, many products which have not been returned to the bins are misplaced or lost.

Mentally, some countermen are proficient in recalling the quantity of a particular item still in stock, or when they last removed an item from its bin for a sale. Others, however, must rely on methods other than their memory to keep tab on the amount of stock remaining.

• **A Handy Gauge**—Some countermen keep lists nearby of items which are either low or out of stock. This gives them a handy gauge in determining when an item should be restocked, and a quick answer for a customer when the item is not in stock.

Many others make a quick check at the end of each day, noting supplies which are low in stock and suggesting new purchases as the situation warrants.

## Approaching Duties Methodically

Physical routine functions are as important to the good counterman as those which require intelligent thinking and skill.

Little effort is required in arranging product or literature displays, but the result can mean the difference between a neat and sloppy counter area. Product displays also can be a large help to the customer.

• **Displays Samples**—The chief counterman at a Cleveland, Ohio firm displays at the counter area samples of every item in stock. When an item is no longer in stock, the display is removed. New displays or changes in old ones are prepared as the occasion arises.

This plan was designed to assist the customer in his selection of products. It is also helpful in speeding up orders. The customer knows not to order an item not on display.

An aggressive counterman will keep a display of manufacturers' literature current for the benefit of the customer. He will find that considerable time can be saved if he gives a customer a piece of literature which can present a detailed explanation of a particular product.

• **Important Asset**—One of the largest assets to the counterman is his counter catalog. But it can be of help only if it is always current. If he spends a few minutes each day bringing the catalog up to date, the counterman can obtain valuable product information with which to assist his customers.

## Understanding Company Policy

A knowledge of various company policies is important to the countermen. Where credit is involved, inside salesmen must know just how far they can go.

Attitudes on this subject vary greatly. Some distributors refuse to be bankers, while others are lenient with credit risks.

• **Lists Risks**—Many distributors, in order to prevent the extension of credit to bad risks, give their countermen lists of customers whom the firm will serve only on a cash basis.

Whatever the attitude, countermen should be informed of the policies as they are made. They are the ones in direct contact with the customer.

Because pricing is a common topic at the counter, inside salesmen should be informed of the company policy on this subject also.

A customer is spending his money, and he should know what he is spending it for. He should be entitled to know just what is involved in the pricing of a product.

• **Offset Price Talk**—Requests for cut prices can be met with explanations based on quality of product and service rather than on price. Countermen can explain that the company can back up products with service only when it refuses to cut prices.

"Rules are not made to be broken," an Eastern distributor says. "But rules have to be flexible. Occasionally, exceptions have to be made based on other factors, such as potential volume of the particular customer, what can be done for him in the future, what type of products can be sold to him.

Because of these factors, countermen must know what to do in each particular case. If a program is to work successfully, and if a customer is to leave satisfied, the counterman must be informed of the company policy.

## Pacifying Customers

"Many customers take up a salesman's valuable time when they come in to make purchases," a midwestern counterman exclaims.

"Some do not know what they want, and expect to be taken care of by a mind reader. Then, if the counterman makes any type of mistake, the customer will shout about his stupidity for weeks afterward."

But the counterman adds that this is the type of incident which makes the life of an inside salesman interesting and challenging: "One of the greatest satisfactions comes from an association with a variety of personalities, and being able to help them with their problems."

• **Gets the Blame**—Among other things, a counterman can be called a whipping boy because he usually is blamed for most of his customers' troubles. He works by the universal theory: the customer is always right.

In dealing with the customer, one thing is important. It is necessary to play fair. Most countermen realize it is impossible to give the customer everything he wants. However, fairness is not one of the impossibilities.

For instance, customers sometimes complain about pricing systems. They might tell one distributor they can get a similar item from a competitor at a cheaper price. Here, the counterman must be diplomatic.

• **Can Explain System**—If necessary, he can explain the difference in price of items in a standard and broken package; he can explain the service provided by the company for its customers; he can even send the customer to the pricing clerk or to members of management to explain how the price system operates.

Some complaints may seem ridiculous to the countermen, but to the customer, they are legitimate gripes. The attitude of the counterman and the action he takes can mean continued business with or loss of the customer.

**Interviewing and Selecting** a counterman involves much consideration in determining whether a prospect can handle the job efficiently. Most distributors say they prefer to train countermen instead of hiring personnel from competitors.



# Hiring and Training For Counter Selling

**Although distributors say that good countermen are hard to find, they believe that the quality of your performance is better than 10 years ago**

GOOD countermen are hard to find. For those who have not had previous experience, the process of training a man is costly and expensive.

Current competition and other high-paying jobs tend to lure prospects to other fields. Despite this, however, countermen who do remain in their field seem to be better on the average than countermen 10 years ago.

• **Show Improvement**—In a survey of distributors, 52 per cent said today's countermen are better. While 32.3 per cent said they are about the same as 10 years ago, 15.7 per cent listed them not as good.

"Today's youth will not stay in one place long," one distributor comments. "They are inclined to be careless. By the time they have learned the counter business, our customers or competitors have hired them away from us."

Another distributor is not as pessimistic: "Although countermen are better now, the situation can be improved constantly through encouragement and training as we travel with a rapidly expanding electrical industry."

Most distributors—96 per cent of those surveyed—said they preferred to train countermen rather than hire an experienced man from another firm. As one wholesaler said: "I don't want a competitor taking my men away from me. In turn, I don't intend to take his away."

The majority indicates that although it may take longer to train an inexperienced man, he will eventually know only a particular company's way of doing business. This may not always be true of an experienced counterman bringing different ideas from another wholesaling house.

• **Qualifications Sought**—Normally, a distributor is interested in the same qualifications for a counterman as in an outside salesman. A distributor usually wants a prospect with a good judge of human nature. He wants his future counterman to be able to analyze the people with whom he deals, to know the basic principles of selling, to handle himself well in a conversation and to learn quickly the products he handles.

An eastern distributor rates job conscientiousness as the main qualification in hiring a man. A wholesaler in the South says honesty is his prerequisite.

"Lack of experience has been the only drawback as far as training is concerned," a New Jersey distributor says. "Manufacturers with local sales office training meetings can help to improve the quality of wholesaler personnel.

**Sales Meetings** are important in the training of countermen. These may take the form of company meetings where policies and sales techniques are discussed, or they may be held by a manufacturer's representative who explains new products.

**Individualized** explanations of products by factory representatives are helpful to countermen in obtaining a practical knowledge of products they sell.

**Self Education** by following a manufacturer's information pamphlet while inspecting the product is necessary to obtain an increased knowledge of products.

"The old story is true: you can't sell what you have if you don't understand what it is used for or don't know the basic advantages of a product."

• **Aid by Manufacturer**—Manufacturers' catalogs have improved greatly. However, if a counterman doesn't know how to use them, they are of no value. Manufacturers can be of great assistance here by showing countermen the proper way to use a catalog.

Company sales meetings are widely used in training the counterman. Various policies, sales techniques and ideas brought out at these sessions aid not only the trainee but also the experienced man.

A Philadelphia distributor says that not enough thought is given to the selection of countermen. He believes there is little consideration in determining whether a prospect can handle a job efficiently.

"The counterman is only as good as the person who hires him," the distributor explains. "If today's counterman is not good, it is largely because management does not have firm policies and does not pass along vital information that the counterman must know to perform a successful selling job."

Most distributors—92 per cent—who were surveyed said their countermen attend sales meetings. Of these, 58.3 per cent attend unpaid night sessions, 32 per cent attend sessions during regular working hours and the remainder attend unpaid Saturday sessions.

• **Regular Step Up**—Most distributors believe that counter selling is a regular step up the ladder to outside sales. Most countermen, unless they are experienced, are started in the warehouse, and work their way up to counter sales through shipping and receiving departments. About 18 per cent of the distributors believe the counterman is so important to the operation that he should remain where he is.

"Because of the importance of a counterman to an operation, he should remain a counterman," a northeastern distributor says. "It is foolish to talk of promoting a counterman to a better position. There is none better."

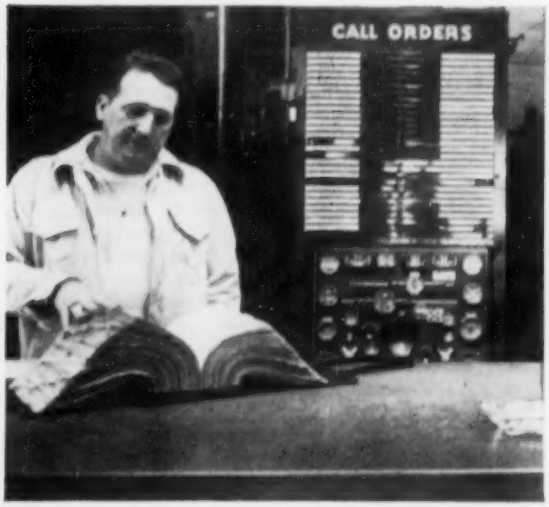
Most distributors, however, will agree that it is up to the individual just how far he can and wants to progress. They realize a man is happiest and can do the best job when he is working in the capacity for which he is best suited.

**Functional Counter Design** is aiding countermen to serve customers faster. Designs such as "C-shaped" or "L-shaped" counters "spread" customers as they place orders. They provide more working room than the conventional counter.

*Counter Selling From A to Z (cont.)*

# Forward-Looking Ideas For Counter Selling

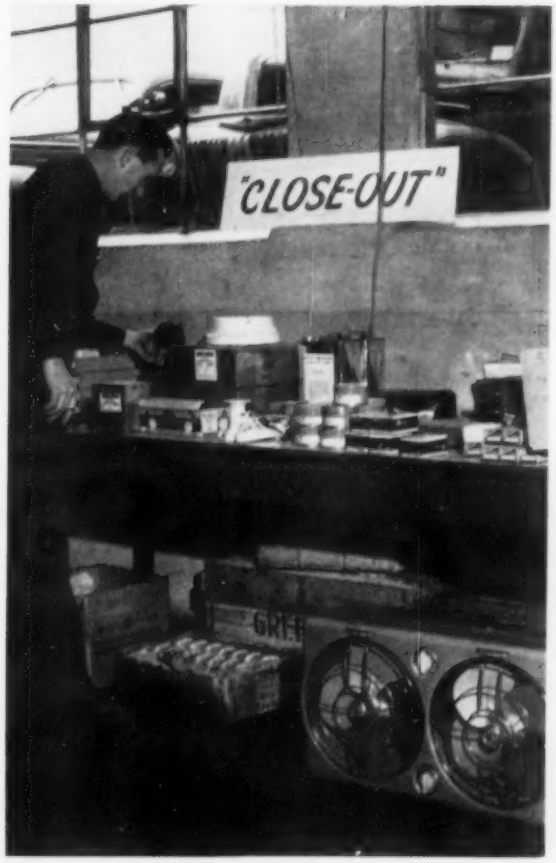
## Serving 'Will Call' Customers




**At Regular Counter,** call order board is displayed for benefit of customer. Name card inserted in slot indicates an order is waiting for the incoming customer.

**At Separate Counter,** "will call" department helps to eliminate unnecessary traffic at the regular counter. Customers might see other items they need at nearby displays.

**Self-Service Shelves** seem to be gaining popularity in counter areas, although self-service—even on an optional basis—is a controversial subject with many wholesalers. Most believe it will not replace the counterman.




**Special Table or Shelf** for "close-outs" is a natural for the counter area, especially near door. Traffic passing table, plus "push" from counterman, helps move items.

**Saving Steps** is possible by use of an elevator in multiple story supply houses. For example, the system can be used in sending items from the warehouse to the counter.

**Better Displays** often mean more business at the counter. Neat product displays add to the appearance of the area, and current literature displays are valuable to customer.

# Some Problems of Counter Selling

## As Distributor Management Sees Them

MANY problems in counter selling have been discussed in this report. Among them were the effect of company policies on countermen, the hiring and training of inside salesmen, their qualifications, availability and duties and how their actions affect a distributor's business.

Some other problems which distributors face are equally important.

• **Minimum Billing**—One involves the practice of setting minimum dollar orders to be accepted at the counter. In a management survey on counter selling, 16 per cent of the distributors replied that this is their policy. Their average minimum dollar order required was $3.25. The median showed $3.

Most distributors who require a minimum billing say the cost to process the paper work is about the same whether it is for an order of one dollar or a thousand.

Another problem deals with the growing practice of self-service. Results from the survey revealed about 16 per cent of those replying had some form of this operation. The majority of the remaining 84 per cent said they did not believe the introduction of self-service would affect counter selling.

One distributor says countermen are more qualified to serve the customer than customers are to serve themselves. He adds that in the operation, a contractor may purchase a few more items, but not unless he is reminded.

However, a distributor who has put self-service into operation says his sales have been boosted greatly by the operation.

• **Attracts Retail Trade**—A problem sometimes develops when counter trade is large, encouraging retail trade from the street.

A northeastern distributor says many consumers walk into his building and have the idea they can purchase supplies at a reduced cost merely because they are in a wholesale house.

Usually, countermen determine the status of a prospective customer before making a sale.

One distributor says many small contractors take advantage of the lunch hour to purchase supplies. This often prohibits many countermen from taking a normal lunch hour.

Because customers usually are in a supply house only during particular times of day, some countermen have nothing to do one hour and are overworked the next. However, one distributor says that even though this is the case, his countermen are always available to give service.

## As Distributor Countermen See Them

FOR countermen, it seems the problems of counter selling are many—but mostly in a minor key.

An example is the counterman who complains about the distance he has to walk every day. He estimates he walks an average of 10 miles between the counter and shelves—and at a very healthy clip.

Most countermen claim some of this distance is unnecessary and is the fault of the customer who keeps them running to the same area several times for different items.

Other countermen say they don't like to wait on customers who are always in a big rush but still have time to talk after they have received an order.

• **Price Talk Irritating**—The problem involving price irritates many inside salesmen. They say it is irritating to sell goods to a customer who buys only for price—who has no interest in quality or in using materials that will make his work look better.

As a related gripe, countermen are faced with the problem of customers who take up their time by price shopping from one supply house to another.

In addition, countermen always complain about the abuse they receive.

"Many customers are neurotic," one counterman exclaims. "They think you should be a magician, and if you aren't, they berate you. You meet some disagreeable and unreasonable customers in this business."

Every counterman dislikes handling the return of defective material or items which customers do not wish to keep. Additional paper work is involved in making out new orders or crediting customers with material which they return.

Other problems cited by countermen include:

• "Not enough freedom from paperwork."

• "Finding out stock control has made a mistake after making out an invoice for a customer."

• "Boss not backing up some statement you made when it has been prearranged that he would."

• "Explaining to people that we are strictly wholesale and don't want their business."

• **Majority Viewpoint**—But only a few countermen commented on the negative aspects of their jobs. Almost all answered the question, "What is it you like most about counter selling?" This reply sums up the majority viewpoint:

"I like my job along with the problems and difficulties involved," one counterman says. "I would rather be faced with challenging situations each day than work in a smooth—but dull—routine."

**Reprints Available**

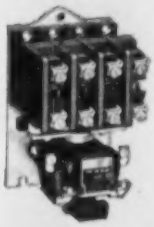
Reprints of this article are available at the following rates: 1 to 10 copies, 20¢ each; over 10 copies, 15¢ each. Address orders to ELECTRICAL WHOLESALING, 330 W. 42nd St., New York 36, N. Y.

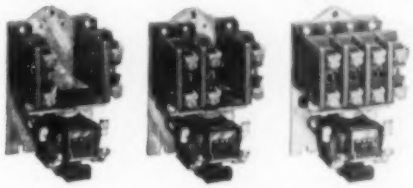
# From 5 basic models you get 10 standard relays with the new CLARK Type "PM" Relay line

**SECTIONAL POLE CONSTRUCTION**—a new design concept for relays—provides units with 2 to 12 poles, with the greatest variety of combinations and pole arrangements available in an integrated 10-ampere line, and with a minimum of different parts to stock. Extra poles are available in kit form—assembled either normally open or closed. Coils and complete magnet assemblies are also available in kit form. Stocking of coils is simplified since one coil for a given voltage will handle any combination of 2, 3 or 4 poles normally open or closed, and for larger relays is correspondingly simple.

## The 5 Basic Models

**No. 5U-4**
**Basic**
**4-Pole**

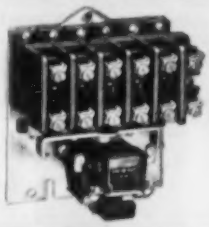


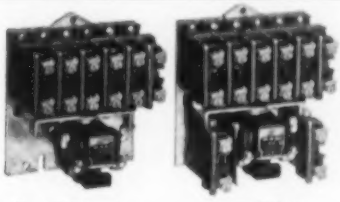


2-POLE 3-POLE 4-POLE

By removing one or two poles, the standard 4-pole unit becomes a 2 or 3-pole relay.

**No. 5U-6**
**Basic**
**6-Pole**

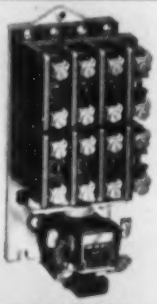


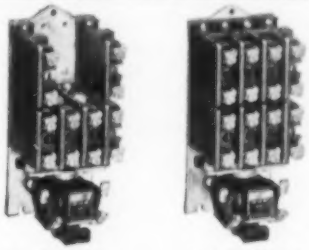


6-POLE 8-POLE

By adding 2 poles next to magnet, the standard 6-pole relay becomes an 8-pole unit—*the first 8-pole relay available for single deck wiring.*

**No. 5UK-8**
**Basic**
**8-Pole**

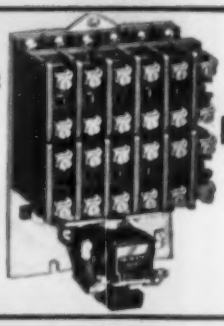


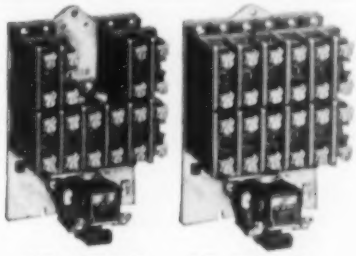


6-POLE Double-decked 8-POLE Double-decked

By removing 2 poles from the double-decked 8-pole relay, you get an alternate 6-pole of double-deck construction.

**No. 5U-12**
**Basic**
**12-Pole**

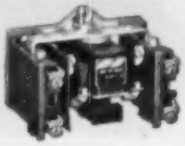




10-POLE 12-POLE

With 2 poles removed, the 12-pole unit becomes the standard 10-pole relay. Both have identical mounting dimensions with NEMA standard size 1 starters.

**No. 5UK-2**
**2-Pole**



2-POLE "SPACE SAVER"—a special purpose relay designed exclusively to meet small or unusual space requirements. Overall height less than 3 inches.

*Write for 8-page illustrated Bulletin PL-7305 for complete information on this revolutionary new line of heavy-duty relays.*

*The* **CLARK CONTROLLER** *Company*

*Engineered Electrical Control*

**1146 East 152nd Street • • Cleveland 10, Ohio**

IN CANADA: CANADIAN CONTROLLERS, LIMITED • MAIN OFFICES AND PLANT, TORONTO

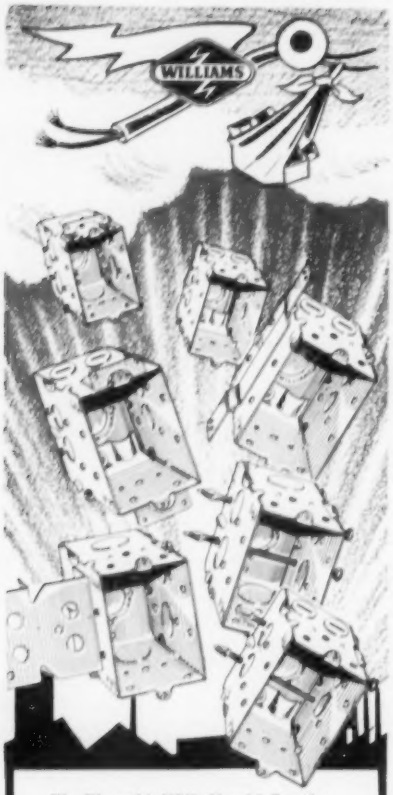
ADV.

*H. E. Williams Products Co. announces the addition of two*

**NEW WIRING PRODUCTS**

# New "Nail-Fast" Switch Boxes

## 2½-Inch Deep "Nail-Fast" Boxes Slash Rough-In Time By More Than 53%




Another major improvement in switch box design is announced by the H. E. Williams Products Company. Now, in addition to the original 2¼-inch "Nail-Fast" bevel bottom box, Williams is again *first* to offer a 2½-inch deep flat bottom "Nail-Fast" switch box—with nails locked-in—for use with either romex, BX or conduit.

Thus, for the first time, a box with larger wiring area than the original "Nail-Fast" box—with all of the time-saving "Nail-Fast" features—is available.

Laboratory time studies prove that "Nail-Fast" boxes *reduce roughing-in time by more than* 53%. Aligning box with stud and starting nails becomes a simple, one hand operation—without danger of smashing fingers. Gloves can be worn on cold days to do the roughing-in.

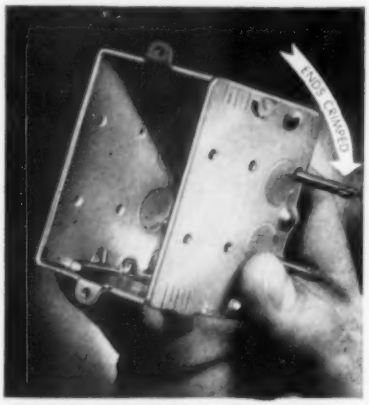
With "Nail-Fast", electricians need not carry nails, or spend time searching, reaching, or fumbling for them . . . 16d nails are pre-assembled and locked-in for fast, troublefree mounting. Crimped nail points prevent nails from falling out, slipping or jumping out of place.

In addition to the two new "Nail-Fast" models, Williams now has available six other 2½-inch deep flat bottom boxes.

All Williams switch and outlet boxes have these nine product features in common: (1) smooth, burr-free edges; (2) full 14-gauge steel; (3) heavy zinc plate; (4) leveling bumps; (5) plaster markings in one-eighth inch divisions; (6) accurately threaded screw holes; (7) cleanly punched knockouts at minimum U.L. — required tightness; (8) engineered and manufactured to meet the most rigid national and local code requirements; (9) unconditionally guaranteed against defects.

**AN INVITATION: So you can prove to yourself that "Nail-Fast" reduces roughing-in time by more than 53%, we will send one for you to personally inspect and mount. No cost, no obligation! Just mail your name on your letterhead, *today!***

**H. E. Williams Products Co.**
**366 South Main St., Carthage, Mo.**




**NEW "NAIL-FAST" SWITCH BOX...** full 2½-inches deep gives greater working area for pulling wires, making connections. Reduces rough-in time—more than 53%.

ORDINARY SWITCH BOX "NAIL FAST" SWITCH BOX

**TIME STUDY TEST...**tracer lamps taped to wrists record how at least 53% less movement is required to mount Williams "Nail-Fast" switch box compared with ordinary switch box.

Her full 119 pounds suspended from "Nail-Fast's" crimped nails, Jacqueline Doty proves nails can't fall, jump or slip out.

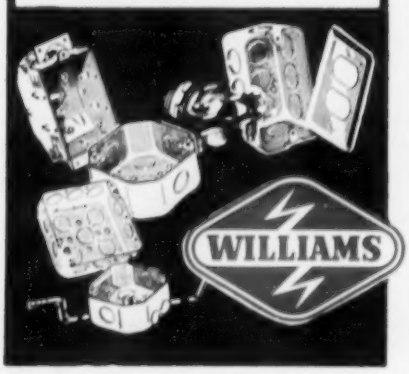
We Thought YOU Should Be the First to Know the News About

**NEW ADDITIONS TO THE WILLIAMS FAMILY**

Your enthusiastic reception of the original Nail-Fast box and other Williams innovations has encouraged us to offer you an even more complete line of wiring products.

We'll be happy to rush you, on request, complete information about this expanded line of time-savers. You'll agree, we're sure, that they are worthy companions to the complete Williams line of Fluorescent Fixtures for commercial, industrial and residential installations.

**H. E. WILLIAMS PRODUCTS CO.**
**366 South Main St., Carthage, Mo.**



# A Statement of *Policy*

## We pledge:

- to sell only to recognized electrical distributors since we know and appreciate the specific functions he performs in today's economy. WE WILL NOT UNDER ANY CONDITIONS SELL DISTRIBUTOR ITEMS DIRECT TO CONSUMERS.
- to offer our warehouse facilities only as a service to our distributors for we have no intention of competing with them in any way or at anytime. WE HAVE ONLY 5 WAREHOUSES THROUGHOUT THE COUNTRY AND THESE ARE USED MAINLY AS REDISTRIBUTION CENTERS.
- to offer a discount and pricing structure that will allow a fair profit to the distributor as compensation for the valuable services he renders us.
- to offer to the recognized distributor the services of a hard-hitting, technically wise group of salesmen (Triangle employees) who know that teamwork between themselves and the distributor is the key to profit for both.

**That is our policy—and at TRIANGLE, you know—**

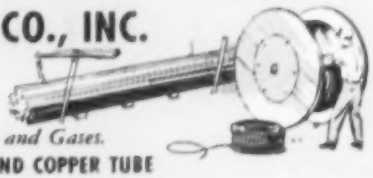
**IT MUST BE RIGHT!**

*If you would like to join the ranks of authorized Triangle Distributors who are benefiting from this policy, a note on your letterhead will bring a prompt reply.*

It Must Be Right — The Trade Mark of TOP Quality — TRIANGLE

**TRIANGLE CONDUIT & CABLE CO., INC.**

**NEW BRUNSWICK, NEW JERSEY**



*Manufacturers of Arteries for Electricity, Liquids and Gases.*

**WIRE • CABLE • CONDUIT • PLASTIC PIPE • BRASS AND COPPER TUBE**

# "Stop crying... I told you to use a Circle F device!"

We at Circle F have long realized that a high "QSP" rating is most important to a growing business

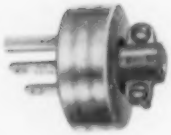
- Top Quality so that customers can depend on your product
- Excellent Service to help clients with electrical problems
- Lowest Prices to assure a good margin of profit.

Check the "QSP" rating before you buy—we at Circle F proudly boast that our "QSP" is among the highest.

A complete line of devices are available in each of the classifications shown. Write for more information.

**NO. 2515**
PARALLEL SLOT
DUPLEX RECEPTACLE
Meets and Complies with
new National Electric Code
15 Amp.—125 Volts

**NO. 2525**
TANDEM SLOT
DUPLEX RECEPTACLE
Meets and Complies with
new National Electric Code
15 Amp.—250 Volts



**NO. 2527**
TANDEM BLADE
ARMORED 3-WIRE CAP
Meets and Complies with
new National Electric Code

**NO. 2517 B**
PARALLEL BLADE
3-WIRE CAP
Meets and Complies with
new National Electric Code

## Circle F Mfg. Co.

50 YEARS

**TRENTON 4, N. J.**

***SAVING YOU MORE SINCE 1904***

*Eastern Insulated Wire Corp. Wallingford, Conn. A subsidiary*

UNIVERSAL BALLASTS
. . . for enduring quality
A complete quality line of fluorescent ballasts for Residential, Commercial and Industrial Applications. Request our Catalog UMC-7-55 for helpful procurement data.
PREHEAT • TRIGGER START • RAPID START • SLIMLINE
Specify with Confidence!
UMC universal manufacturing corp.
33 East Sixth Street, Paterson 4, New Jersey

# MOE Light PRE-WIRED RECESSED FIXTURES

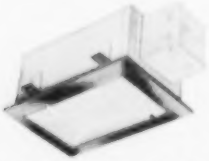
## NOW AVAILABLE IN 5 POPULAR TRIMS

**Baked White...Solid Aluminum...Chromium...Brushed Brass...Solid Copper†**

Yes...now you can provide the correct-trim recessed fixture to meet every job specification. Moe Light gives you a full line of pre-wired recessed fixtures with a wide range of trims... Baked White Enamel... Aluminum...Chromium... Brushed Brass...Solid Copper † (M-5608-8 only).

- **Easy, fast installation.**
- **For new or old construction.**
- **Sizes from 75 watts to 300 watts.**
- **Glass in many varieties.**
- **UL-approved and Union-Made**
- **Glass and Trim packed separately from Housing.**

M-5613-23 300 Watt square with Fresnel wide distribution lens. Also available with Bent white or flat Alba-Lite glass.



M-5616-17 100 Watt rectangular with Bent white glass.

M-5606-6 75 Watt square with flat Alba-Lite glass.

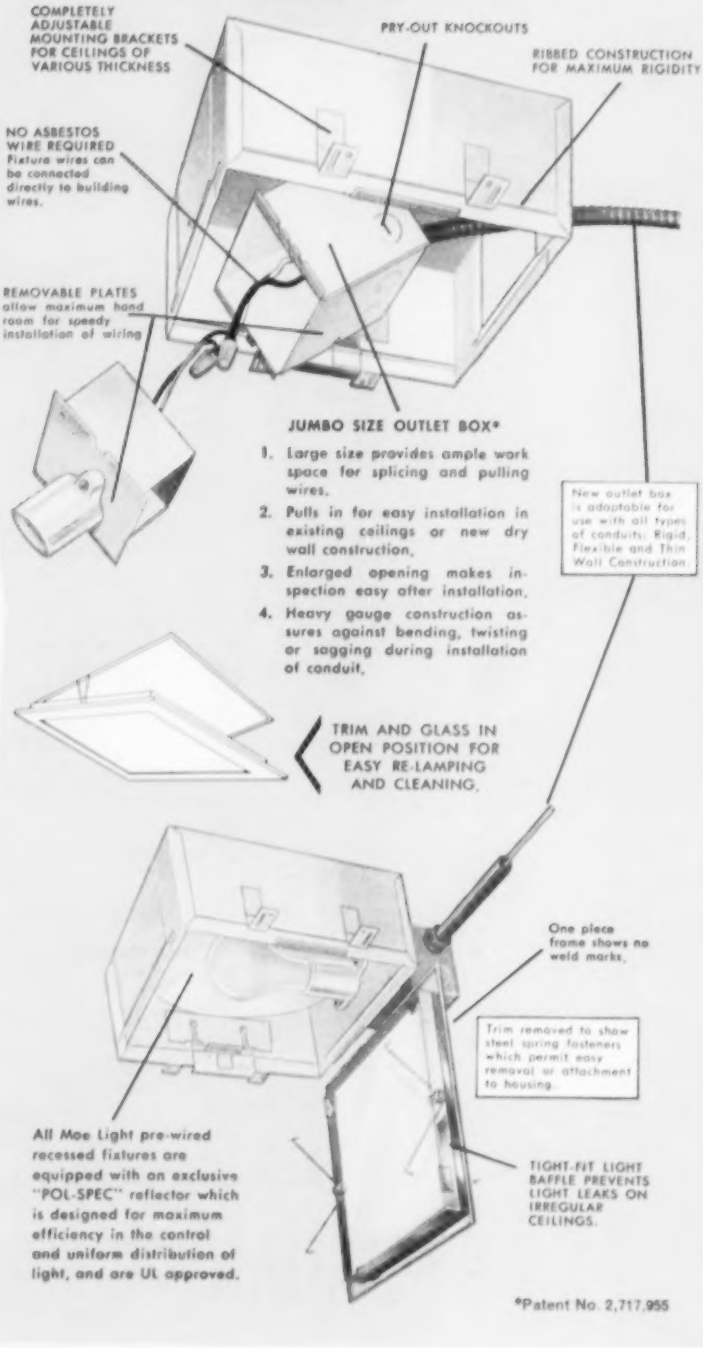
*For complete information on the full line of Moe Light fixtures ask your Distributor for a copy of the NEW Moe Light Inspiration-Lighting catalog.*

THOMAS INDUSTRIES INC.

Originators of MOE Light DIVISION Inspiration-Lighting

Executive Offices 410 S. 3rd St., Louisville 2, Ky.
In Canada: 1401 The Queensway, Toronto 14, Ontario, Canada

## Look at These Outstanding Features




*Patent No. 2,717,955

no matter how you look at it...

**there's more in a ROYAL ELECTRIC cord**

- more quality
- greater dependability
- better packaging

Visit us in **Booth 213** • **NAED** convention
Atlantic City • June 11 - 14

**ROYAL ELECTRIC COMPANY, Inc.**
General Offices: **PAWTUCKET, RHODE ISLAND**
Manufacturers of **WIRE** • **CORD SETS** • **FUSES** • **WIRING DEVICES**

Redege Benfield Bender used in demonstration

# We had lost the order . . .

## then our salesman started bending pipe

We had lost a big order on price—almost. Then our salesman got mad. He decided to *prove* that Sherarduct rigid steel conduit should be specified. So he went out and picked up a bender and some lengths of Sherarduct. Back in the customer's office he started making bends . . . then the customer tried a few himself.

Result: we got the order. The customer didn't need an adding machine to figure out the savings in labor he'd get from Sherarduct's easy bending qualities.

Easy bending is one reason Sherarduct is preferred by so many cost-conscious contractors. There are others, like easy fishing, lifetime protection against corrosion, zinc protected threads, strong couplings and thorough grounding. They're features that add up to why Sherarduct is galvanized conduit at its best.

Next time an NE salesman calls, give him a chance to prove Sherarduct—by actually bending some pipe.

Meantime, write for our Sherarduct facts book and get complete information on the Sherardizing process of dry galvanizing that actually alloys zinc with the steel wall of the conduit.

*Sherardizing is galvanizing at its best . . . Sherarduct is galvanized conduit at its best*

*Listed by Underwriters' Laboratories, Inc.*

**National Electric Products**

PITTSBURGH, PA.

3 Plants • 10 Warehouses • 36 Sales Offices

# LIGHTING FOR ACCENT

***. . . new miller Downlights mean new profit opportunities for you!***

To create mood and atmosphere, to attract attention, to accent form and color, to provide high light intensities where needed—downlighting plays an increasing role in modern installations. To help you take advantage of this market opportunity, Miller has added a complete line of downlights to the popular Miller "Merchandise Line". They're available in a wide variety of the most popular floods and spots, fixed and adjustable, with many fixture types, louvres and lenses.
Ask your Miller representative for full information on the new Miller downlights. Available immediately from stock—to back up your inventory.

**Visit us at Booth #649-50, or our Suite at the Ritz-Carlton, NAED Convention**

*Better Lighting for a Brighter America*©

**miller**
SINCE 1844

THE MILLER COMPANY • GENERAL OFFICES: MERIDEN, CONN. • FACTORIES: UTICA, OHIO—MERIDEN, CONN. • IN CANADA: CURTIS LIGHTING OF CANADA LTD., TORONTO

*Copyright 1956 The Miller Co., Meriden, Conn.*

# JOE tests the SPANGLEAM finish for YOU!

*This is Foreman Joe Wojtalewicz, a member of SPANG's inspection team at Etna. He checks the plating thickness of each lot of SPANGLEAM EMT by means of the Preece Test to be sure the finish more than meets minimum requirements, giving you a top-quality finish on your SPANGLEAM order.*

You don't know Joe Wojtalewicz, but he is one of your personal representatives at SPANG's Etna Plant. Joe makes sure the SPANGLEAM EMT you order has a *top-quality* finish that more than meets the requirements of Underwriters' Laboratories, Inc., American Standards Association and Federal Government specifications WW-T-806b. Here's how he does it.

## The Preece test

From each lot of SPANGLEAM EMT produced, Joe chooses a length at random and subjects a small sample of it to the Preece Test. The sample is dipped in a UL-prepared solution of copper sulphate for one minute and then washed in water. This is repeated three more times.

If the finish breaks down during the test, the entire lot is discarded. But if the finish passes, Joe okays the lot for shipment. SPANGLEAM finish will generally stand more dips than required by Underwriters' Laboratories. That's proof of SPANG's *quality-control* manufacturing!

## Careful control means better installations for you

Because SPANG maintains such close control on finishing SPANGLEAM Electrical Metallic Tubing, you benefit three ways:

1. The SPANGLEAM finish stands up under the severest bending strains . . . will not crack, chip, flake or peel.
2. The fine plating finish gives SPANGLEAM EMT excellent corrosion resistance . . . prolongs the life of wiring installations.
3. In exposed locations, the lustrous SPANGLEAM finish makes a neat, attractive appearance.

If you haven't used SPANGLEAM EMT, try it now and get the benefits of SPANG *quality-control*. Ask your nearby SPANG Distributor for SPANGLEAM on your next EMT order. You'll know it has Joe's okay!

SPANG® CONDUIT

**SPANG-CHALFANT**
Division of The National Supply Company
GENERAL SALES OFFICE:
TWO GATEWAY CENTER, PITTSBURGH, PA.
District Offices and Sales Representatives in Principal Cities

For top volume . . . in tape sales . . . sell JENKINS

# Gold Seal Tape

**FRICTION · RUBBER · PLASTIC**

ELASTIC—
MOLDS TO SHAPE

RESISTS
SUNLIGHT
AND WEATHER

STICKS ON—
STAYS ON

NEAT, THIN
WRAPPING
FULLY
INSULATES

CELLOPHANE
PROTECTED

MADE JENKINS MARK SINCE 1888 Jenkins Bros

**BEST SELLER FOR PLANT SUPPLY**

All types of **GOLD SEAL TAPE** — Friction, Rubber, Plastic — are packed in 10-roll cartons as well as single rolls.
Every roll cellophane-protected, stays fresh.
Jenkins Bros., Rubber Division, 100 Park Ave., New York 17.

**DIAMOND SEAL**
Friction and Rubber Tapes
are also made by Jenkins Bros. to ASTM Specifications.

DEFIES WATER,
OIL, SOLVENTS

**Stop in and see us at**
**JENKINS BROS., Booth 429**
**N.A.E.D. CONVENTION**

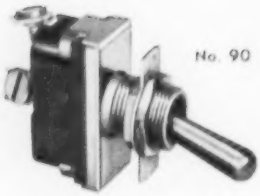
(Advertisement)

PUBLISHED TO SERVE DISTRIBUTOR SALESMEN WHO WANT TO SELL MORE

# McGILL news

The new McGill electrical specialties catalog just delivered to distributors throughout the country, is designed as a selling tool and should help you present and sell the expanded McGill line.

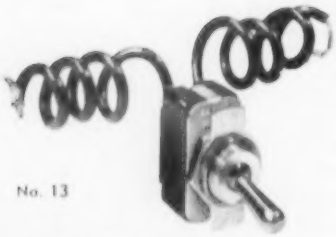
• You'll like its simplicity and styling that conforms to N.A.E.D. specifications. Get your copy and note the many new models of Levolier switches and lampholders, McGill portables, lamp changers, etc.



No. 90

• **New toggle switches** — No. 90 is a ¾ H.P. capacity, 15 amp, 125 volt, 10 amp, 250 volt single-circuit toggle switch with a single-pole, single-throw mechanism. No. 91 has a 2-circuit single-pole, double-throw mechanism with center off. No. 92 is a 2-circuit single-pole, double-throw switch with no off. All are 1¾" long, ½" wide, ⅜" thick.

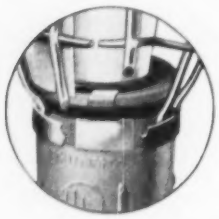
• **As you like it** — These new toggle switches are equipped with screw terminals (as shown above). Also can be ordered with soldering lugs or new spade terminals, making them adaptable to a variety of applications. Molded phenolic case.



No. 13

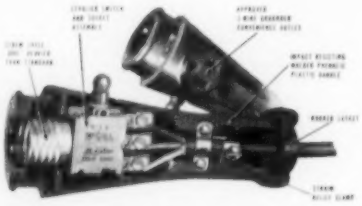
• **New trigger type** — For momentary contact applications such as electric drills etc., the No. 13 is normally off in a 6 amp, 125 volt mechanism. Similar switch No. 14 is normally on.

• **Trend to grounding** — Safety continues to grow as a factor in industrial operation. For this reason, more and more plants are installing complete grounded systems. The result is a need for the reliability of McGill grounded portables and a growing market for you.



Grounded Cage

• **Concealed grounding bracket** — a grounding bracket, illustrated above, can be ordered on cages for standard portables not cataloged as grounded. It provides a concealed third wire contact that grounds the cage.



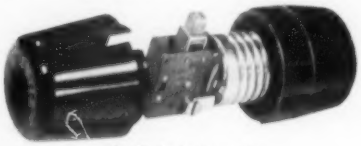
Split Handle

• **3-wire convenience outlet** — In many of the grounded models with phenolic-handles, McGill offers a 3-wire outlet for grounding of power tools, etc. Molded as part of the handle, the convenience outlet receives the preferred grounding plug having 2 parallel heads and a U-shaped third blade for ground. Completely Underwriters' approved these safe and rugged portables combine extension cord, light and power source.

Small Cage No. 650-M

Regular Cage No. 650-SR

• **New, smaller cage** — Cages especially designed to accommodate rough service 50 watt lamps are added for all model portables. Saving space to permit their use in smaller areas, they also incorporate the No-Rol feature to prevent rolling when placed on their side.



Exploded view of Phenolic Socket

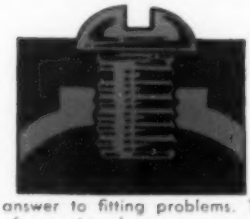
• **New phenolic lampholders** — The heavy-duty construction and features of the popular Levolier phenolic lampholders have been extended to new 2-circuit models. Ten pages in the new catalog tell the Levolier quality story on both phenolic and brass lampholders built especially for industrial service. Tell it to your industrial maintenance customers because they want lampholders that defy replacement.

• Remember every item in the McGill line of electrical specialties is Underwriters' Laboratories inspected and of a quality that always excites favorable comment from users. Ask them to compare McGill products for you.

FOR MORE INFORMATION WRITE TO

McGILL MANUFACTURING CO., INC.
250 N. Campbell St., Valparaiso, Indiana

# Meet the man who just discovered Tube-weld fittings!



This happy master-electrician has just had the pleasant experience of using his first Tube-Weld fitting. You, too, will agree that Tube-Weld's new concept in fitting design is the *real* answer to fitting problems. They are precision-made of one piece heavy gauge welded steel tubing which has been accurately drawn and sized for controlled uniformity. These fittings *cannot open or spread* and far surpass UL requirements.

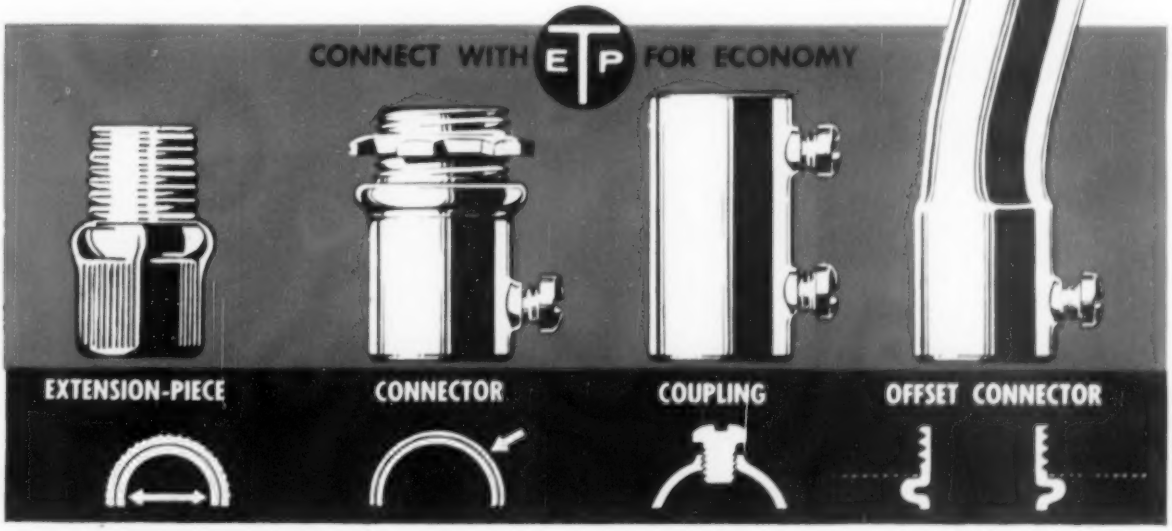
Tube-Weld fittings represent an entirely new idea in quality, design and price. *They are available in ½", ¾" and 1" sizes, and have the following features:*

- Extra long offsets provide exceptionally easy pulling of wire.
- Longer length of fitting provides maximum support for conduit.
- Connector shoulders are uniformly flat assuring perfect centering in the box.
- All threads are rolled instead of cut and have 54% greater stripping strength and 66% greater snapping strength (independent laboratory report) over cut threads.
- Lustrous zinc finish and carefully beveled edges add a distinctive appearance — allow largest inside working diameters.
- Carefully and smartly packaged for ease in shelving and identification. For descriptive brochure and additional information, write or call:

**ELECTRIC TUBE PRODUCTS**

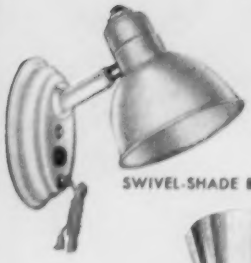
*A Subsidiary of Berger Machine Products*

**74-16 Grand Ave., Maspeth (N.Y.C.), N. Y., DEfender 5-8000**

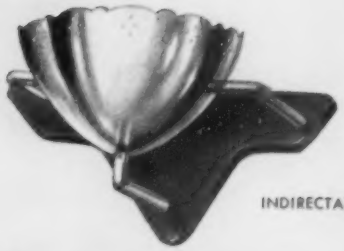


BRIGHTEN DARK CORNERS AND NEAR-WALL AREAS WITH

INCANDESCENT



SWIVEL-SHADE Bracket



INDIRECTABRAC

UPorDOWN-LITE Bracket

BED-LIGHT Bracket

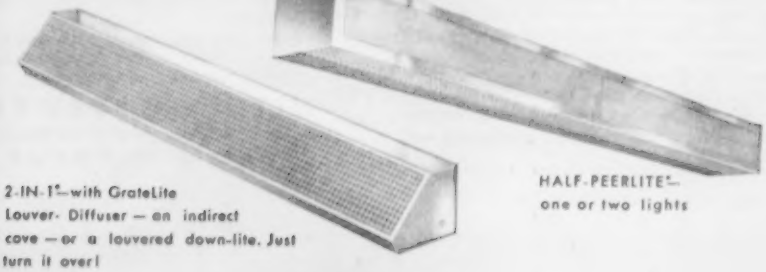
# GUTH BRACKETS
## (YOU NAME IT . . . WE MAKE IT!)

**APPLICATIONS GALORE!**

. . . in barber shops; fitting rooms; over hospital beds, chalk boards, mirrors; for desks near walls; along ceiling beams . . . and many other spots that are difficult to light efficiently with conventional fixtures.

FLUORESCENT

20 WATT HALF-PEERLITE * with GrateLite** Louver-Diffuser — center reflector — up and down light



2-IN-1*—with GrateLite Louver-Diffuser — an indirect cove — or a louvered down-lite. Just turn it over!

HALF-PEERLITE*— one or two lights

DOWN-LITE-BRAC with GrateLite

ANGLED-GLASS BED LITE — 2-20W — up and down light

Guth

**TRUSTED**
NAME IN LIGHTING SINCE 1902

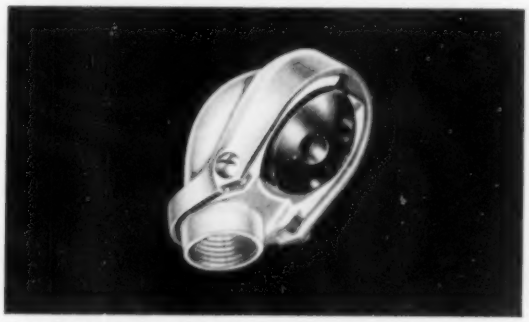
**WRITE ON YOUR LETTERHEAD FOR BULLETIN 929-G TODAY.**

THE EDWIN F. GUTH CO. • ST. LOUIS 3, MO.

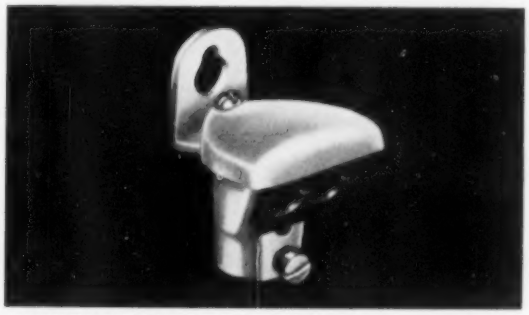
* Trademark Registered

** Trademark Registered U. S. & Can. Pats. Pend.

COMBINATION ENTRANCE CAPS Here's a real "2-in-1" entrance cap ...approved by Underwriters' Laboratories for both rigid conduit and EMT...permits stocking of one cap for two purposes...eliminates threading of rigid conduit. Comes in sizes from ½" to 2".



THREADED CONDUIT ENTRANCE CAPS Like most other Gedney entrance caps, this one is made of malleable iron to prevent breakage...hot dip galvanized for maximum service life. Sizes range from ½" to 6".



ENTRANCE CAPS For S.E. Cables—with key hole mounting bracket. Easy to assemble—cable slips into cap and is securely held by clamping shoe. Has split insulator and well bushed holes. Overlapping cover protects cables from weather. As there is little strain on this fitting it is made of malleable iron.

# Cross the threshold to lower costs...with

# GEDNEY ENTRANCE CAPS

## Malleable Iron—Hot Dip Galvanized

THESE ENTRANCE CAPS install faster—and cut your *final* costs right down to rock bottom. Like all Gedney Fittings they're accurately machined and threaded...smooth finished, with no burrs or metal particles. On top of that, the Gedney line includes many improved design features that bring extra efficiency and labor savings. For fittings that bring today's lowest installed cost, specify Gedney!

**GEDNEY FITTINGS FIT**

**GEDNEY**
ELECTRIC COMPANY

GEDNEY

RKO BLDG. • RADIO CITY • NEW YORK 20
Foundry, Factory and Shipping Point: Terryville, Conn.

EVERY TIME YOU SELL WIRE, SAY THESE WORDS FOR EXTRA PROFITS...

# "How about the Burndy Connectors?"

Selling over the counter? Your customer wants so and so many feet of wire; so and so many boxes, motor starters, switches; so and so many feet of conduit. That's all?

Not by a long shot! The easiest, most natural add-on sale in the business is a supply of *Burndy Connectors!* Quality of Burndy Connectors makes them a welcome suggestion to your customer – the wide scope of the Burndy line makes it a uniquely *profitable* part of your sales picture.

So keep your own Burndy stock complete, and suggest Burndy Connectors every time you talk wire with your customers. It's the smart way to build *extra* profits. BURNDY–Norwalk, Connect.; Toronto, Canada. *Factories:* New York, California, Toronto. *Export:* Philips Export Company.

*P.S. Check your own stock now. The more complete it is, the more you'll be able to sell!*

*It's good business to suggest*

# BURNDY

55-3

*...FIRST – for electrical connectors; tools; methods*

# Business Plans for 1956–1959

- New plants and equipment survey shows plans for next two years are equal to those of current year.
- Manufacturing companies plan to increase capacity by 8% in 1956 and another 18% in 1957-59.

NEW YORK, N. Y.—U. S. business now plans to spend almost $39 billion for new plants and equipment in 1956—a 30 per cent increase over spending in 1955. And advance plans for 1957 are almost equal to 1956 plans. Business already has plans to exceed the 1955 level of spending in every year from 1956 through 1959.

The McGraw-Hill Department of Economics, in its latest survey issued late in May, says that most of the very large increases planned for 1956 are in manufacturing—up more than 45 per cent (as a whole) from last year. Mining is up 34 per cent; petroleum, 11 per cent. The railroads now plan to spend 62 per cent more than in 1955, while other "transportation and communications" shows a 33 per cent increase. Public utilities now are planning to boost spending 15 per cent this year. Commercial enterprises—which are mostly in the wholesale and retail trade—plan 20 per cent higher expenditures.

• **Very High Level**—Much more important than the level of plans for 1956 is the very high level of preliminary plans for 1957, 1958 and 1959. For the first time since the department of economics has been surveying business, plans for two years in advance are equal to those for the current year. And plans for three and four years are already within shooting range of the current level.

Moreover the number of companies able to give specific plans as far ahead as 1959 was the greatest ever—88 per cent of the sample. In many individual companies and industries, the peak of these planned programs comes not in 1956, but in the following three years. This is particularly true with regard to the petroleum industry, the electric utilities and the plans of the domestic airlines. But it is also true of many firms in manufacturing.

It should be remembered that the survey is not a forecast, but a report of what companies are planning now. Plans could be changed in the light of future developments.

• **Upswing**—Manufacturing, railroads, the oil industry and commercial enterprises have all boosted their estimates of spending in 1956 by substantial amounts. However, the largest relative changes are in the plans of electric and gas utilities. Some utility spending planned for 1955 was deferred until 1956 because of lags in delivery of generating equipment and steel for pipelines. But present plans for 1956 also reflect many new projects approved during the winter months.

• **Manufacturing**—The largest planned increases for 1956, within the manufacturing group are in the steel industry (+82 per cent), paper (+83 per cent) and automobiles (+81 per cent). Various chemical process industries show increases of over 40 per cent. The machinery industry itself is stepping up spending by 35 per cent.

In steel this is the beginning of a program to raise basic capacity by over 14 million tons in the next three years; in aluminum, by at least 700 million pounds in the same period. The automobile industry is also expanding assembly capacity, and also its supporting plants that manufacture components.

Planned spending is up somewhat less in petroleum refining (+15 per cent), food (+12 per cent) and textiles (+4 per cent). These, however, are still large increases.

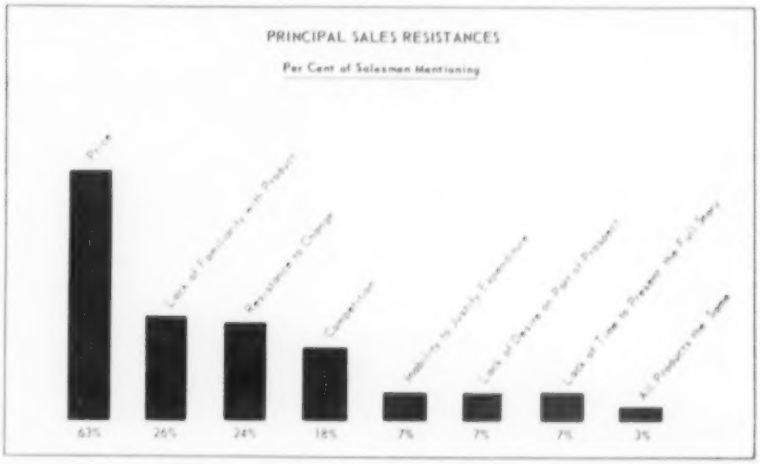
The machinery industry in 1956 will spend over $1 billion on new plant and equipment for the first time in any one year. "Other metal products," which includes many capital goods components, also crosses into the $1 billion class this year, in terms of its own planned capital spending. The petroleum refining, paper, food and industries will each spend over $800 million.

• **Non-manufacturing**—The mining industries are stepping up expenditures along with manufacturing. Coal and iron mining expenditures this year will be up 50 per cent and 44 per cent.

All divisions of the petroleum industry plan major expansion in 1956 and continuing right through 1959. The major share of the planned increase is for exploration, discovery and production of crude oil. A steady increase is also planned in expenditures for new refining, transportation and marketing facilities. The sharpest increase will be in the refining and transportation (pipeline) divisions. These expenditures are all domestic, none are foreign.

*Continued on page 158*

## SOUND FAMILIAR?



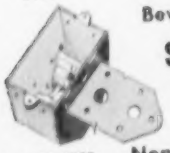

**A RECENT SURVEY AMONG 72 SALESMEN** of 8 companies selling to industry to find out what resistances these men met in selling their products turned up the above charted figures. The question—"What are the most important resistances you encounter in selling this product or line? What obstacles do you have to overcome before you can make a sale?" Price was the most frequently mentioned. Lack of familiarity with a product—and its uses—and resistance to change, were other difficulties often met with in trying to close a sale. In addition to the above, there were several other resistances mentioned only once.

When Your Plans Call For
**FITTINGS & SWITCH BOXES**
Specify
Arrolet CORPORATION

**"Like money in the bank"—That's what estimators think about Arrolet's dependability when figuring job costs. Arrolet products have all the features you need to help keep installation time and costs under tight control.**

**Here's a good example:**

*New!* ARROLET
Bevel Corner
**SWITCH BOX**
3" x 2" x 2¼"
**Non-Gangable**



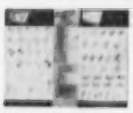
cat. no. 160-NGBR

Outstanding features of this box are the self-gauging notches for quick, accurate alignment with ½" and ⅝" walls. Only 2 nails needed to hold it securely in place.

Has 2 cable K.O.'s in each end and one ½" K.O. in bottom. 2 CRS non-metallic cable clamps. Projection welding gives BR bracket maximum strength.

Complete details about various mounting devices for the 160-NG series given in our New Product Sheet No. 2c.

**For boxes, fittings and accessories that do the job best, make sure to specify 'ARROLET' in your next order.**



**FREE**
WALL CHART — Box guide for maximum number of conductors. Quickly identifies boxes & covers.

Ask for Latest Catalog, Too. Write for Both, Today!

**ARROLET CORPORATION**
**MONTGOMERY, PENNA.**

Sales Representatives & *Warehouse Stocks
BALTIMORE, MD. • CHARLOTTE, N.C. • *CHICAGO, ILL. • *CINCINNATI, OHIO • *DENVER, COLO. • DALLAS, TEX. • *LOS ANGELES, CALIF. • *MIAMI, FLA. • NEW YORK, N. Y. • NEWTON CENTRE, MASS. • *PHILADELPHIA, PA. • ROCHESTER, N. Y.

# CHUCKLE OF THE MONTH

**"Whew—that convention was a grind. One solid week of talking business!"**

## New Gesco House

GRAND JUNCTION, COLO.—The General Electric Supply Co. has established a new house at 457 Colorado Ave., this city. The branch will distribute supplies and apparatus lines. R. S. Belnap is regional manager, Rocky Mountain Region, in which area the branch is located. General Electric Supply Co., is a division of the General Electric Distributing Corp.

## Hubbard Texas Plant

PITTSBURGH, PA.—Hubbard and Co. will soon begin construction on a new modern pole line hardware plant in Plano, Tex., 14 miles north of Dallas. James H. Knowles, Hubbard president, said the new plant is being built to "keep pace with the increased demand for the manufacturer's line of pole line hardware in one of the most rapidly growing areas in the U. S."

**ONE CENTER OF INTEREST** in the lobby of the Cincinnati Gas & Electric Co. for the 1956 Residential Lighting promotion was a display by the Moe Lighting division, Thomas Industries, Inc. John Keller, Moe Light, at right of room setting, explains display to Mrs. Mary W. Held, supervisor, residential division, Cincinnati Gas & Electric. Looking on, from left to right are Anthony Debo, Blue Grass Supply Co., J. Reed Hartman, vice president C. G. & E., Judson Lord, Graybar Electric Co., Inc., Jack Bogdan, B & B Electric Co. and Leonard Shifres, Richards Electric Supply, all of Cincinnati.

**See Us At BOOTH 812 in Atlantic City**

NEMA

Carol®

A Subsidiary of Penn-Texas Corporation

**CAROL CABLE COMPANY**

Division of the Crescent Company, Inc., Pawtucket, R. I.

*Serving Industry for more than 30 years*

*FOR COMPLETE INFORMATION, WRITE DEPT. EW.

# RED-D ?

*She's reliable, available, and a perfect housekeeper...*

THIS is the story of a queen of many kingdoms. A lady of quality, she is acclaimed as a wonderful business girl, the perfect housekeeper, and a perfect companion. Her romances are known to all of you, for they are the romances of your business kingdom.

Your business always appeared to this lovely queen as a kingdom, or a group of kingdoms. She found that the wire kingdom in every wholesaler's business so many times boasted of a king—and a powerful king, noted for his full lines and strength of character. But alas, there was no queen. No queen who could serve the kingdom in the absence of the king.

And so this lovely queen became proficient in the art of serving the king; always complimenting, never attempting to usurp the king's proper place. Her introductions throughout the land have resulted in the greatest of growing romances. She has added strength, character, and the reliability of profitable partnership. She is the true symbol of romance in the greatest era of the electrical wire and cable industry.

The queen of Diamond adds luster and wonderful harmony to your kingdom. She presents herself in courtly fashion. The symbols of her reign are desired by all your customers; wire and cable of brilliant blacks, Red-D reds, and immaculate whites. You know these as Diamond Flexible Cords; Type MD, Red-D-Prene; and DTX, the white Nonmetallic Sheathed Cable. Be sure you have a queen who's Red-D.

Trade Mark

**DIAMOND WIRE & CABLE CO.**

SYCAMORE, ILLINOIS


## LETTERS

*Continued from page 3*

depots are welcomed by the less efficient wholesaler, as a benefit to help him keep his stocks low.

Too often these depots have been accepted without comment. In fact, prominent local wholesalers have graced the opening ceremonies and the practice has been actively encouraged by the non-stocking wholesaler, or "brass-plate merchant" as he is called by the electrical trade in this country.

The main-plank on which wholesale distribution stands is the service that can be offered to contractors, retailers and industrial customers by wholesalers, who break the bulk of manufacturers' products and can meet the day to day demands covering a wide variety of goods.

The manufacturers, by opening local depots, are breaking their own bulk and performing one of the vital functions of wholesale distribution.

If the manufacturers find this policy to be successful, sooner or later they are going to wake up to the fact that they are providing too large a preferential margin for the wholesaler, as they will realize they are performing part of his function. The wholesaler only deserves his reward for the service he performs.

There is another insidious effect of manufacturers opening depots. They create new channels of distribution by supplying wholesalers who have no claim to a stake in the electrical industry, and whose activities are mainly confined to day-to-day purchases and sales.

The depot—once established (at considerable cost to the manufacturer) will have to justify itself by large turnovers, which may well be incurred at the expense of local wholesalers by the manufacturers soliciting their customers' business direct.

The warning is there for all wholesalers to see. What might at first appear to be an additional useful service, may turn out to be a permanent and harmful embarrassment.

H. F. WICKHAM

EDITOR
THE ELECTRICAL WHOLESALER
LONDON, ENGLAND

## Blackburn To Expand

ST. LOUIS, MO.—Jasper Blackburn Corp. has announced plans to construct a new factory and office building in St. Louis, Mo. The brick and concrete building, on a ten acre tract at 1525 Woodson Rd., will house 90,000-sq ft of factory space and 10,000-sq ft of offices. R. N. Leach, executive vice president, said that the firm expects to be in the new quarters by May, 1957.

*Millions* of home-owners are being reached by the intensive, national promotion of "Operation Home Improvement"... and Edwards' *Home Modernization Package* is specially designed to tie in for *extra* profits! In addition to products that sell well to modernization-conscious owners, look at all the extra benefits you get:

**National Industry Promotion** — Manufacturers, utilities, associations . . . nearly all consumer magazines and newspapers . . . are promoting home rewiring and modernization. And sales are starting to really boom!

**Edwards' National Promotion**— Heavy promotion on the way to contractors and builders! And Edwards' "Bolero" Chimes and the unique Home Fire Alarm already benefit increasingly from heavy national advertising that's building acceptance and desire.

**Full Distributor Mark-Up** — You get full profit on package components.

**Easy-to-handle Package** — Everything's in the one package . . . makes stocking, handling and record-keeping easier, cuts your stock losses.

**Special Contractor Price** — Makes the Home Modernization Package an extra good buy for new construction too, as well as modernization jobs. And the single package is easier for contractors to sell, handle, and install, too . . .

*and . . . associated sales* — naturally, you'll sell wiring, connectors, and other items every time you sell an Edwards' Home Modernization Package.

Use EDWARDS HOME MODERNIZATION PACKAGE for Extra Profit in "OPERATION HOME IMPROVEMENT." Get your display and promotional material. Write: Dept. EW-6, Edwards Company, Inc., Norwalk, Connecticut (In Canada, Edwards of Canada Ltd., Owen Sound, Ontario)

**EDWARDS**

Specialists in signaling since 1872

design • development • manufacture

# WHAT'S HAPPENING IN WASHINGTON

● **Federal Housing**—Congress is determined to be as generous as it can with new housing money, in line with the Administration program plus pressure from the Democrats for more aid. For one thing, Veterans' housing credit is assured for at least another year, through a 12-month extension of the VA loan program scheduled to run out July, 1957. This will give contractors more leeway, pending legislation to continue the program for as long as five more years, which the House Veterans' Affairs' Housing Subcommittee may consider this session.

Military housing development program may be doubled in the Senate. It now calls for 100,000 units, with first contracts already awarded, more to follow in next six months on 70,000 units approved so far.

Senate also is more bullish than the House in its public housing plans, may get authority for President Eisenhower to step up rate of starts to somewhere between 50,000-200,000 per year until the presently authorized 500,000 units are contracted for.

● **Lease-Purchase**—Bid forms for the first project, a $1.6 million building in Rock Island, Ill., are being sent out on request by General Services Administration's Washington headquarters and Chicago regional office.

● **Small Business Loans**—Small Business Administration reports land office business in new small loans to wholesalers and retailers. Under its character-loan program, SBA will lend up to $15,000, with the local bank putting up 25 per cent, assuming credit investigation and collection.

Wholesalers, retailers and service trades are getting the most loans numerically, and will continue to get an even bigger share as a result of the new program. (Manufacturers still take the biggest percentage, moneywise.)

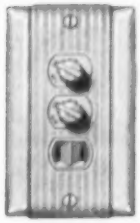
The new small loans are being okayed at an 80 per cent rate, which has upped SBA's overall rate of loan approvals to 60 per cent. (It used to average 40 per cent.) Total business loans are now at $135.2 million since September 1953. Average loan still runs around $50,000.

SBA expects its loans to increase still further when Congress approves $20 million supplemental appropriation for its Revolving Loan Fund, which was depleted by emergency disaster loans last spring. Fund now stands at $105 million. SBA is asking $50 million more in next year's appropriations.

● **FRB's Interest Rate**—The recent hike by the Federal Reserve Board in the discount rate caused real concern in official Washington, with Commerce Secretary Weeks and Labor Secretary Mitchell opposing it, Economic Council chief Arthur Burns and Treasury Secretary Humphrey expressing doubts.

In an election year, officials don't like to hear stories about small businessmen getting a rough time at their banks, particularly at inventory time, when they are trying to borrow money. If the bank whittles down their requests or charges more interest, protests are sure to get back to Congressmen.

● **Public Water Works**—According to Commerce Department, U.S. must spend almost $1 billion per year for the next 20 on its public water systems to meet population expansions and ease shortages. Another $6 billion is needed to replace outdated facilities, a Commerce study indicated, because of the construction lag during WWII and the Korean conflict. These estimates, said Commerce, are conservative.



Sometimes you never see your customer. Sure, the order in the warehouse came from a contractor who has been dealing with you for years. But often he's following the instructions from a man whose name you never know – and the instructions say "ROTO-GLO." That's because Pass & Seymour has aimed the most comprehensive advertising campaign in wiring device history at the man who counts *most – the end consumer*. He's the man who pays the bills. He's the man who *must* be satisfied. And he's the man who's sold on ROTO-GLO. National advertising and publicity in every top home magazine has made ROTO-GLO the most talked about switch among homebuyers . . . has created an overwhelming number of requests for Pass & Seymour's booklet, "*Modern Electrical Living*."

Every electrical contractor, every architect, builder and engineer is constantly being reached by trade magazine advertising and direct mail. They all know the outstanding merits of ROTO-GLO – the modern switch that glows in the dark, is whisper quiet, and has exclusive roto-action . . . that costs only a few pennies more than old-fashioned switches.

**FREE** **MERCHANDISING AIDS to help you cash in on ROTO-GLO's tremendous popularity . . . NEW ROTO-GLO mobiles, counter-cards, switch tags and newspaper advertising mats are available for distribution to your customers. For your supply, write today to Dept. EW-15.**

**P&S® PASS & SEYMOUR, INC.**
**SYRACUSE 9, NEW YORK**
71 Murray St., New York 7, N. Y. 1229 W. Washington Blvd., Chicago 7, Ill.
In Canada: Renfrew Elec. & Refrig. Co., Ltd., Renfrew, Ontario

# CRESCENT

## ABC ARMORED CABLE, TYPE ACT

***With Improved Features***

***EASIER • QUICKER • SAFER***

★ PLASTIC INSULATED CONDUCTORS are clean, easy stripping, with solid, clear colors, and minimum diameter for easier installation in boxes.

★ PAPER TAPE which is tough, moisture-resistant yet easily removed, gives protection to the insulated conductors.

★ INSULATED BUSHING for protection against sharp ends of armor; furnished with each coil of cable.

★ BOND STRIP UNDER ARMOR is used in all sizes. A flattened aluminum bonding wire in contact with the underside of each convolution of the galvanized steel armor assures a permanent, low resistance through armor to ground.

★ PREFABRICATED BREAKING LINES. At intervals of every 1½ inches on CRESCENT ABC Armored Cable you will find a small cut mark. This cut mark shows the location of a prefabricated breaking line inside the armor.

Only a few short strokes of a hacksaw guided by the cut mark are required to cut through ONE outer ridge, and a bend by hand severs the armor. By actual test, this saves 30% of the time ordinarily required. A clean separation results, with no sharp edge. There is no chance of injury to insulation because only one OUTER ridge is cut.

The prefabricated breaking lines in the armor are so made that THERE IS NO REDUCTION of tensile strength, bending qualities, crushing resistance or electrical conductivity. This armor construction meets all requirements of Underwriters' Laboratories.

**VISIT OUR BOOTH AT N.A.E.D. CONVENTION IN ATLANTIC CITY**

**CRESCENT WIRE & CABLE**

OVER 70 YEARS EXPERIENCE

**CRESCENT INSULATED WIRE & CABLE CO.**

**Trenton, New Jersey**

## Manhattan's Brand New Coliseum

The electrical facilities installed in New York City's new Coliseum feature a combination of the latest technological developments in power, light and signal wiring. The structure is located on Manhattan's Columbus Circle.

They are designed to give the best in electrical service to the Coliseum's four exhibition floors: a total of approximately 290,000-sq ft of floor space for large exhibits and trade shows; an office building which rises 215 feet and 20 floors above the exhibition area; and a subterranean garage occupying two levels below the ground floor which will accommodate 850 cars.

It is one of the first commercial buildings in New York City to feature 460/265 volt service, distribution and utilization equipment, including major lighting facilities. Fluorescent rapid-start lighting operating on 265 volt ballasts is used generally with supplemental incandescent spotlighting of special areas.

• **All Electric**—One of the features of the electrical planning is that facilities for power, light and signal wiring are built directly into the building columns, with convenient reach of all exhibitors. Multiple-outlet assemblies are available from the building management for plugging into these receptacles should additional outlets be required. Panels containing sound,

**Unfinished exhibit floor.**

television and telephone circuits are also built into the columns. A small access door in the side of each column permits antenna connection to TV receivers, telephone extensions or to television cameras for closed-circuit telecasting. Outlets to accommodate microphones are included at the base of columns containing signal panels.

A complete sound system blankets the entire exhibition area for spot announcements, direction of visitors, or transmission of special broadcasts or music. In addition, the master TV and radio antenna system makes possible

**These items were digested from a recent issue of Electrical Construction and Maintenance, a McGraw-Hill publication. Their purpose: to alert you to developments and trends reported in the operation of two of your biggest customers — electrical contractors and plant electrical men.**

the reception of commercial TV or radio programs by the local receivers located anywhere in the exhibition area, as well as the telecasting of closed-circuit TV programs inside and outside the building. A control room is located on each of the four exhibition floors to coordinate sound system facilities. Each floor is divided into four zones, each zone having provisions for either picking up or initiating programs.

• **Air Conditioning Load**—Extensive controls also are provided to insure proper functioning of the huge heating, ventilating and air conditioning load imposed by the structure. Air conditioning capacities alone amount to 2,500 tons for the Coliseum and 1,500 tons for the office building.

A radial system of distribution is used within the building. A main switchboard, in addition to feeding individual power and lighting loads, also supplies power to a second switchboard handling office building loads exclusively, and to three substations which in turn service ceiling, floor and column outlets in the Coliseum exhibitions areas. Trouble alarm circuits for Coliseum supply, and exhaust fan motors which warn immediately if a motor stops running for any reason are part of the extensive controls necessary to insure proper functioning of the heating, ventilating and air conditioning system.

Lighting of the exhibition area is accomplished with eight foot luminaires. Thin-wall, step-design plastic diffuser snapped into place beneath the lamps provide an even distribution of light. Circuiting to each luminaire is arranged to permit switching half of each unit from two different panelboard sections.

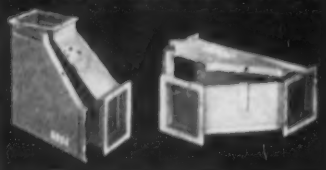
Ceiling outlets are provided, six per bay, to make 120 volt circuits available to exhibitors for special spot or floodlighting.

## Dual Services

Dual services to heavily electrified homes in Los Angeles are solving voltage regulation problems. Spurred on by an increasing number of complaints

QUALITY BUILT!
ECONOMICAL!
FLEXIBLE!

Easily Installed
Saves Time and Money!

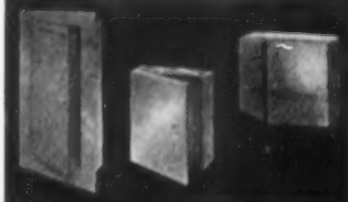


BOSS
WIREWAY
CUT OUT BOXES
CABINETS

QUALITY-BUILT
Code gauge metal, 100% UL approved construction. Firm, but easy-out knockouts. Gray baked enamel finish.

ECONOMICAL
Many years' experience, modern production methods, assure quality—reasonable prices.

FLEXIBILITY
Choice of flanged or flangeless wireway, separate slide-lock or attached hinged cover. Full line lengths, sizes, elbows, junctions, cabinets. Adaptable to any electrical distribution installation.



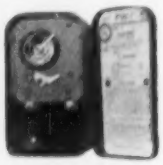
SOLD THROUGH DISTRIBUTORS ONLY
*Write Today for Catalogs and Prices*
THE HUENEFELD CO.
Cincinnati 25, Ohio

THE

# RELIANCE TIME SWITCH LINE

*Three basic time switch models satisfy 90% of all time switch applications*

- **Reduces the number of models you require for an adequate time switch stock.**
- **Simplifies your selling operation through easier time switch selection.**
- **Assures your customers of full scale quality at competitive price.**



**Model W**

Versatile 30 amp. switch available in seven standard types for a variety of control applications. Silver contacts. Brass gears run with steel pinions. One piece, deep drawn steel cabinet with hinged cover. Combination ½ and ¾-inch knockouts. One- or two-circuit control. Three types available with astronomic dial.

**Model 400**

Budget-priced 20 amp. switch with all of the convenience features of the higher priced models. Silver contacts. Precision stamped gear train. One-piece deep drawn steel cabinet with hinged cover. Combination ½- and ¾-inch knockouts. Vernier time set.

**Badger Model**

Heavy-duty 50 amp. switch for dependable control of substantial loads. Copper-to-copper contacts with pressure type terminals. Brass gears run with steel pinions. Vernier time set. Indoor or outdoor cabinets. Optional features include omitting device, extra trippers and one-hour dial.

***Write for FREE Catalog***

**RELIANCE AUTOMATIC LIGHTING CO.**

**1911 Mead Street** **Racine, Wisc.**




from residential areas concerning lighting and television flicker caused by air conditioning motor loads, at least one utility has begun experimenting with a separate service for the heavier power utilization devices.

Such applications have been made following favorable interpretation by inspecting authorities of applicable provisions of the National Electrical Code permitting additional services to buildings "where additional services are required for different classes of use" (Art. 2301C), or "if capacity requirements make multiple services desirable" (Art. 2321C).

The utility feeds the two sets of service conductors through two secondaries on the pole from either one or two separate transformers, depending upon the extent and distribution of the air conditioning load. Where necessary, each secondary supply consist of banks of paralleled transformers. Service drops consist of no. 2 and no. 6 aluminum triplex cables for the power and general purpose services respectively. Use of the cables affords a neater appearance than would six individual conductors.

• **Separate Circuit** — Two separate service heads bring the service drop conductors through conduit to a two-element integrating meter and sealed testing cabinet, from which two separate circuit breaker panels are fed. One panel contains circuits to heavy power loads, such as air conditioners, electric space heaters (or heat pump), water heater, clothes dryer, range and deep freeze. The other serves as a general purpose panel for all lighting and appliance circuits.

Calculation of the required capacity of each set of service conductors is made separately, based on the loads served, the number of circuits used and spare capacity allowance in the panel.

First installations of this type were made by the Los Angeles City Department of Water and Power in a group of homes wired by Kaymore Electric Co. of Los Angeles.

## 840 Cycles at 400 Volts

The first high-cycle-powered office building lighting system uses specially designed frequency and ballasting components for modular electric ceiling providing 100-ftc.

The newly completed lighting system extends wall-to-wall covering some 4,914 square foot area of The Wakefield Company's new one-story office building in Vermilion, Ohio. Light emanates from a multi-functional suspended electric ceiling which provides about 100-ftc of illumination on the average. The ceiling contains sprinkler heads and distributes conditioned air through acoustical baffles that reduce office noise. Modular treatment of the lighting system and all interior components—plastic diffusers, acoustical baffles, metal partitions, air diffusers and sprinklers—permits flexibility of office layout and arrangement.

• **A Combination**—The firm's engineers have developed their own system of power conversion and the necessary auxiliaries needed for high-frequency operation. These in turn have been combined with a high-frequency electrical distribution system, and with standard modular plastic diffuser panel lighting units to form the complete high-frequency system.

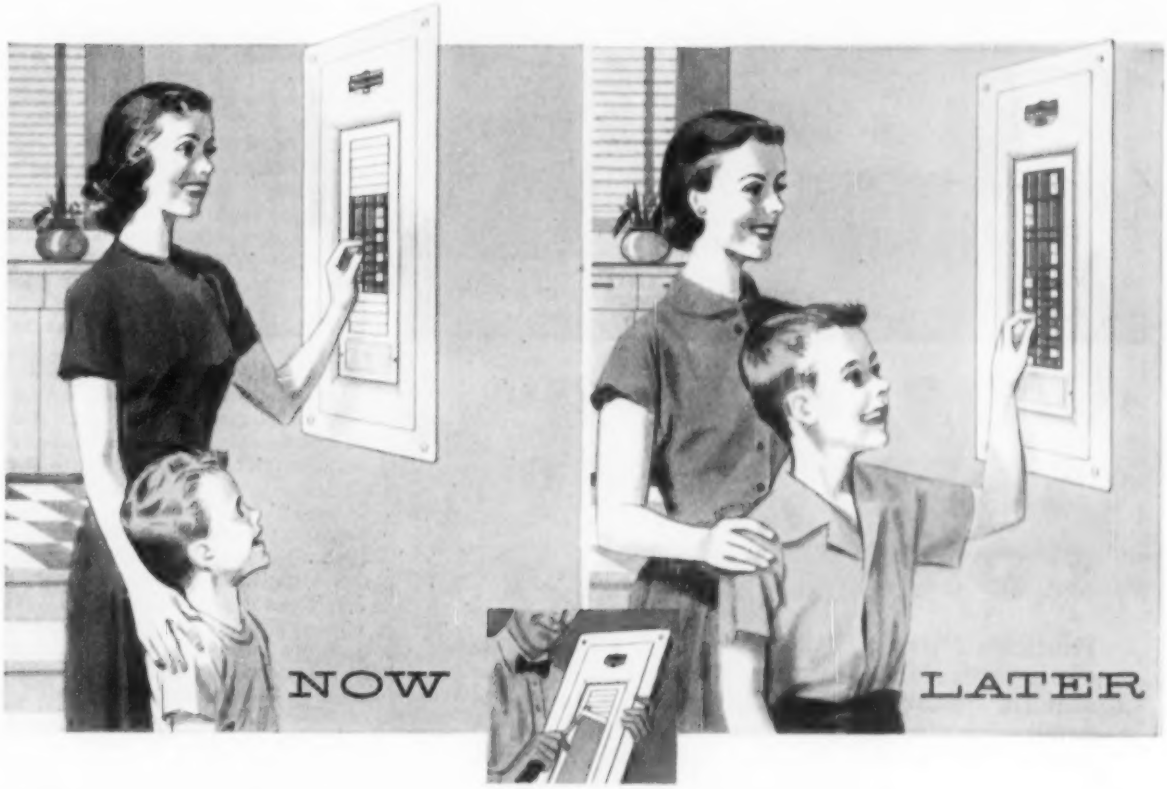
The special design high-frequency converter provides smaller size, greater simplicity, lower noise level and lower initial cost than conventional motor-generator sets. The new motor-driven high-frequency generator is specifically designed for fluorescent lighting service. Primary power is supplied to the 30 kva converter at standard 440 volt, three-phase, three-wire, 60 cycle rating. The converter transforms this energy to 400 volt, 840 cycle, three phase, six-wire secondary power.

• **Overhead Lighting**—An innovation in the distribution system is the installation of the lighting circuit panels overhead in the lighting system, rather than in the walls or on columns, as is the usual custom. Each lighting panel contains six circuits which supply 400 volt service direct to the four-foot fluorescent slimline lamps used throughout the lighting system. Lamps are connected in groups for area lighting, and are switched on and off by means of 600 volt, two-pole, wall switches mounted in modular movable wall partitions. By using a high-frequency system, it was possible to use only two lamps per diffuser panel, rather than three which is done in conventional 60 cycle system layout, thus eliminating part of the costs for the conventional system.

Standard cool white fluorescent lamps are used throughout the installation. Their color quality blends well with the daylight from the glass front of the building and creates the illusion that the office areas near the front glass windows are outdoors, with an open roofwork overhead, such as in an open patio, and that the open sky is producing the illumination.

**Significance to you: The system not only saves money, because it calls for less lamps, smaller capacitors with additional light per watt consumed, and lower operating costs, but will provide a full size in-service exhibit of the company's own product—lighting systems for schools, offices.**

# Cutler-Hammer Unit Breakers
# A load center with a future



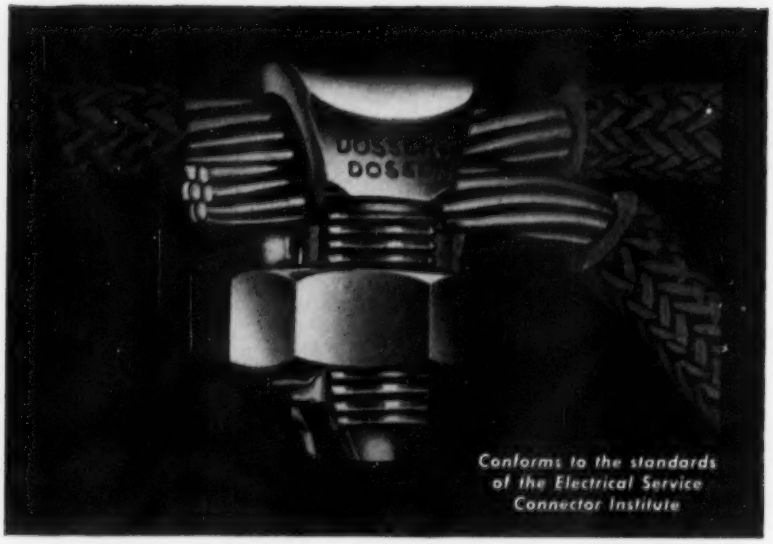

Electrical contractors have added a new increment to their "yardstick" for measuring today's circuit protection systems . . . "growing room" for future expansions. Not only are expandable homes common today, but invariably the homes that are built today will not be electrically complete for many years. Over a period of years a homeowner will add major appliances, power tools, air conditioners and so on. Experienced contractors all over the country have met this demand by recommending and installing Cutler-Hammer Unit Breakers . . . the load center with "growing room" and low initial cost.

Both contractor and homeowner alike have found it amazingly economical to install a C-H unit breaker combination consisting of a case and bus of sufficient size and capacity to meet future demands plus only the necessary circuit breakers to protect the present load. Homeowners not only appreciate the convenience and safety of circuit breakers, but gone is the clutter of "after-thought" fuse boxes. Contractors praise the simplicity and low cost of stocking only six standard case and cover sizes, and seven breaker sizes. Cutler-Hammer Unit Breakers are available in graduated sizes up to 32 single pole breakers with a 200 ampere bus or 6 double pole breakers and 10 single pole breakers with a 200 ampere split bus.

No other load center is easier to install . . . solderless line connectors, snap-in breakers, straight-wire line terminals and a host of other plus features. Flush or surface mounted units. Twist-out louver cover construction maintains a neat appearance regardless of the number of breakers actually installed.

See your Authorized Cutler-Hammer Distributor for the whole story of how you can serve your customers with a brighter electrical future. Stock on hand. Ask for your copy of the pocket-size Handilog and selector guide. CUTLER-HAMMER, Inc., 1327 St. Paul Ave., Milwaukee 1, Wis.

CUTLER-HAMMER
UNIT BREAKER
C-H




# DOSSON "F" SPLIT BOLT CONNECTOR

Fabricated from high strength alloys (better than average steels), the Dosson "F" is cold-formed for uniform quality. Maximum contact pressure is assured by a high translation of tightening torque. Full length pressure bars with rounded edges prevent load concentration and crushing of conductor. Built to withstand high overload, vibration. Highly corrosion resistant.

***Mail coupon for FREE Dosson "F" Connector***

DOSSERT MFG. CORP.
249 Huron St., Brooklyn 22, N. Y.

Gentlemen:
Please rush free sample Dosson "F" Split Bolt Connector plus catalog sheet.

Name ..... Title .....
Company .....
Address ..... Zone ..... State .....
City .....

50 YEARS OF TECHNICAL SHOW-HOW

Excl. Canadian Distributor: W. S. Gerrie & Assoc., Ltd.
4158 Dundas St. West, Toronto 18, Ontario

**DOSSERT MFG. CORP.**
249 Huron St., Brooklyn 22, N. Y.




## Church Lighting

Programmed lighting can be an integral and dramatic element of religious worship as evidenced in the modernized St. John's Episcopal Church, Brooklyn, N. Y.

In designing the new system, primary attention was given to obtaining not only adequate general illumination, but a lighting arrangement that would highlight the English Gothic architectural style of the church and at the same time lend added dramatic impact to religious services.

Hanging height of the 12 cylindrical lanterns, that provide both direct and semi-direct general lighting in the nave and transept, was calculated to have the downlight beams intersect nine feet above the center aisle in order that the top of the processional cross be well lighted as it is carried to the chancel.

• **Kept Dim**—During services, the lantern downlights are kept dim and brought up only for group singing and readings. This device also signals the congregation when to rise and when to be seated. During sermons from the pulpit and readings at the lectern, the general lighting in the choir and sanctuary is extinguished and a spot lighting over either location is turned on. The solitary figure of the pastor standing under this spot against a background of light-flooded vaulting and the altar cross below its downlight presents an impressive sight.

Lighting for general illumination in the sanctuary and the adjacent choir sections also highlights the gilded vaulting and arched window niches of the church. Light units near the point of the arched niches were installed only on the side of the niches nearest the nave so that the light source would not be seen by the congregation. A combination up-and-down light in the wooden reredos surmounting the altar affords illumination for a mural above and for the altar cross.

The lighting panel controlling all circuits on the main floor is located strategically in the consistory room alongside a swing stained glass window opening on the nave. From this point, the sexton has an unobstructed view of the chancel area and can adjust the lighting arrangement as the services progress. Special effect and general lighting are on separate circuits to afford flexibility of lighting arrangement.

**Significance to you: Low-cost components made this unusual application of programmed lighting possible. They are part of a carefully planned new electrical system designed to provide the highest levels of convenience and service within the means of this small church.**

# Is emergency lighting required by law in your locality ?

When power fails and lights go out, Exide Lightguard emergency lighting units go on—instantly and automatically. Plug into regular outlets. Built-in charger. Batteries last for years. In several models.

**In many places it is.** Because sudden darkness is dangerous wherever people congregate. Today there's a tremendous opportunity for volume sales in Exide Lightguard® emergency lighting equipment. Most prospects need several units. So every sale can be substantial. And the potential has scarcely been tapped.

HERE'S YOUR MARKET: stores, office buildings, schools, theaters, factories, laboratories, restaurants and institutions. Get in on the ground floor. Become an Exide dealer. Exide Lightguards are foremost in the field for quality and acceptance. Send the coupon today.

Exide® Industrial Division
The Electric Storage Battery Company, Philadelphia 2, Pa.

Send details on Exide Lightguards

Name_____

Street_____

City_____ Zone_____ State_____

My business is_____

17

# FURNAS Electric Distributors ACHIEVE LOWER COSTS *and* HIGHER PROFITS!

## HERE'S HOW—

### BY GOOD MOTOR CONTROL DISTRIBUTION ECONOMICS

They take advantage of the "in-between" sizes of Furnas Electric magnetic starters. For example, Furnas offers nine sizes of magnetic starters instead of the usual five in the 1 to 100 hp range. Half of them are "in-between" sizes, priced accordingly, and provide a size for practically every motor horsepower rating. You don't have to stock a size 3, for example, when a size 2½ will do the job.

Now, with less dollars you carry a more representative stock, make more profit. How? Because of greater standardization Furnas Electric is able to offer nine hp sizes in only four basic designs and four Dual Voltage coils do the work of ten.

Market surveys show that Distributors can sell nearly three times as many "in-between" sizes as conventional sizes. User savings average nearly 19% on "in-between" Furnas sizes, thereby increasing the sales and profit opportunities of Furnas Electric Distributors.

**INVESTIGATE**

These and many other advantages can be yours. For complete information ask for Distributor Portfolio 5412. Write or phone—Furnas Electric Company, 1069 McKee Street, Batavia, Illinois.

A1

**FURNAS ELECTRIC COMPANY**
**BATAVIA, ILLINOIS**

SALES REPRESENTATIVES IN ALL PRINCIPAL CITIES




## Illinois Wholesaler Opens Iowa Branch

ROCK ISLAND, ILL.—Jack J. Zukerman, vice president, B & M Electrical Distributing Co., has announced that the firm opened a branch house in Clinton, Iowa, on June 1st.

Ronald Mielkey

The new branch, known as Clinton Electric Supply, Inc., is located at 115 4th Ave., South, Clinton. The building has 11,000-sq ft of space. Ronald Mielkey, who has been associated with B & M Electrical Distributing Co. for the past six years, is manager of the operation.

Officers of the new corporation are: Jack J. Zukerman, president; Ronald Mielkey, vice president; William Zukerman, secretary-treasurer.

The main house in Rock Island—serving central Illinois and Iowa—was founded in 1940.

## Graybar Names Johnson

NEW YORK, N. Y.—W. L. Johnson has been appointed manager, inside construction sales, at the Graybar Electric Co., Inc., branch located at 21-15 Bridge Plaza North, Long Island City. Mr. Johnson began his career with the firm in 1948 as a selector in the Akron warehouse. He was promoted to counterman and then to supply salesman. In 1951, Mr. Johnson transferred to Cleveland as manager, inside construction sales and in 1954 was called to the general department as assistant manager, inside construction sales.

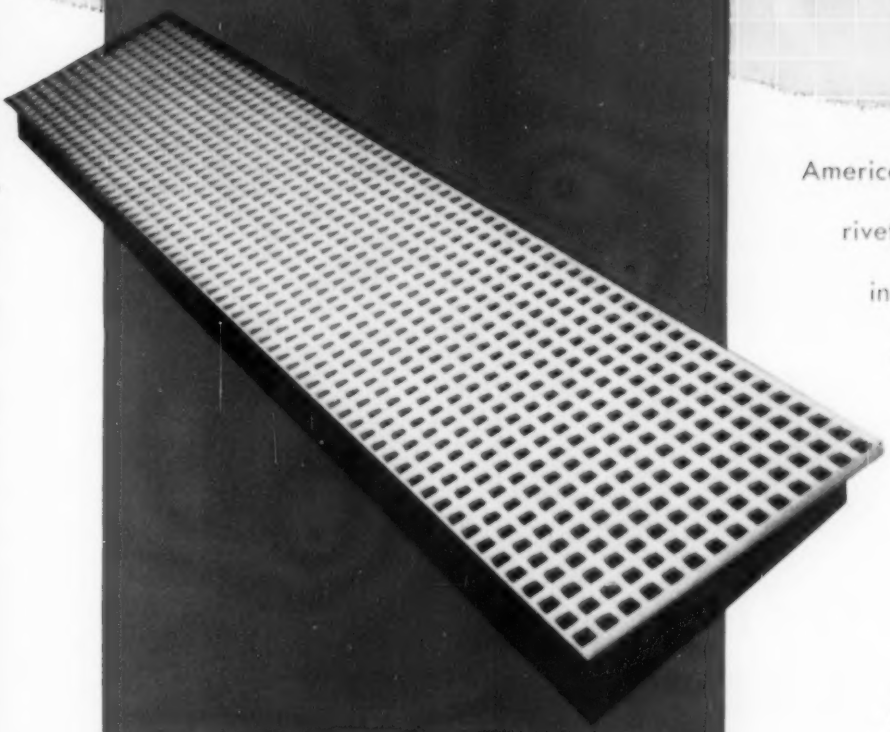
## Nunn Electric Completes Expansion Plans

AMARILLO, TEX.—Nunn Electric Supply Corp. has completed an expansion program in its Amarillo wholesale stores.

The buildings were air conditioned and a second story was added to the building at 2nd and Taylor Sts. Similar fronts were put on the 240 feet of Nunn Electric's Polk St. frontage and 90 feet on the Taylor St. operation.

*for new freedom of design, specify . . .*

# AMERICAN plastic louvers



American louvers have no welding or riveting, allow the architect or lighting engineer full scope for his creative designing. They can be used as individual fixtures, as full ceilings, or in modular patterns of any design. When used in luminous ceilings, American louvers trap and reduce noise. Open construction gives freedom of air flow, helps diffuse heat or air conditioning —allows free operation of sprinklers.

- **LIGHT IN WEIGHT—specific gravity o only 1.8.**
- **RESISTS HEAT up to 185° F.**
- **COEFFICIENT OF THERMAL EXPANSION is approximately .000045" per degree F. at room temperature.**
- **TRANSMITS highest amount of unshielded luminaire output consistent with high diffusion and moderate reflectance of pigmented plastic.**
- **CLARITY, due to high refractive index (1.59).**

**You owe it to yourself to investigate this new plastic lighting medium. Write today for your free copy of the booklet, "Plastics in Modern Lighting."**

**AMERICAN LOUVER COMPANY**

4240 NORTH SAYRE, CHICAGO 34, ILLINOIS

*consultants and designers to the lighting industry since* **1939**

Now packed in handy carrying carton

# RUGGED DURABLE DEPENDABLE

## PORCELAIN PRODUCTS

# WIREHOLDERS

## AND SECONDARY SERVICE MATERIALS

Where *quality* and *performance* are necessary for continuous line service—Porcelain Products wireholders and secondary service materials *assure* reliability. They're engineered with strong, sturdy construction—metal in tension, porcelain in compression. Steel parts are hot-dip galvanized . . . screw threads are extra sharp, lubricated for ease of installation. Larger, pulley-action wire hole, for large wire sizes—prevents chafing, wire wear.

These EXTRA features—*plus*—Porcelain Products "Quality Line" reputation, make an unbeatable combination . . . SPECIFY PORCELAIN PRODUCTS wireholders and secondary service materials.

61 Years **Porcelain Products, Inc.** PP INC.
FINDLAY, OHIO


## Supreme Court Ruling In Wage Increase Case

WASHINGTON, D. C.—An employer who refuses to support his claim of economic inability to pay increased wages, may be guilty of an unfair labor practice for failing to bargain in good faith with a union, under the Taft-Hartley Act.

In such a case, the National Labor Relations Board may order the employer to supply the union with financial information to substantiate its claim.

That's the ruling of the U. S. Supreme Court (on May 7th) in a case appealed by the NLRB. But the court says it does not mean that employees are automatically entitled to "substantiating evidence" in every case where economic inability is raised as an argument against increased wages.

• **Majority Opinion**—For employers and employees wondering about the general rule to follow, in such disputes, Justice Hugo Black in his majority opinion had this to say: NLRB must decide in each case, under all the facts and circumstances, whether Taft-Hartley obligation to bargain in good faith has been met.

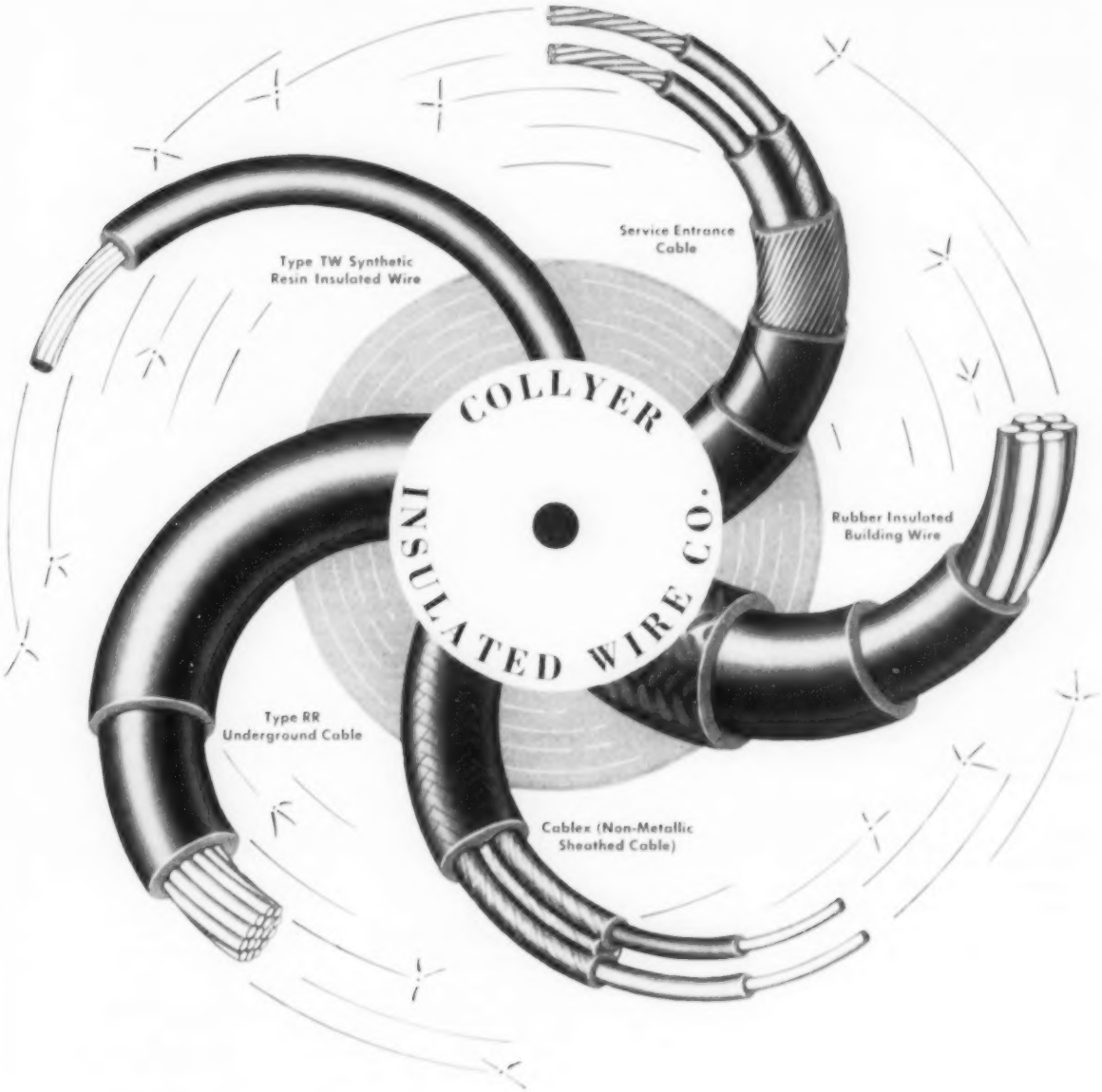
The 6-3 ruling upsets a lower court, which had refused to enforce NLRB's order against the Truitt Manufacturing Co., Greensboro, N. C. The lower court said the company had not violated Taft-Hartley by refusing a request by the AFL Bridge, Structural and Ornamental Workers for a look at company books. The union pressed the demand in bargaining negotiations after the company said it could not afford to pay a 10-cent-an-hour wage boost. Truitt maintained the information requested was outside the bargaining process and related to matters exclusively within the province of management.

Justice Black, in the course of his majority opinion, said the company's claim of inability to pay was important enough to require some sort of proof of its accuracy. He concluded it was not "far fetched" for NLRB to conclude that bargaining lacks good faith when an employer "mechanically repeats a claim of inability to pay without making the slightest effort" to back it up.

Justices Frankfurter, Clark and Harlan dissented from the majority ruling, saying NLRB should not be free to find a refusal to bargain in good faith merely on the grounds of a company's refusal to open its books to the union.

## North American Moves

ST. LOUIS, MO. — The North American Electric Lamp Co. moved last month to 1520 North 13th St.

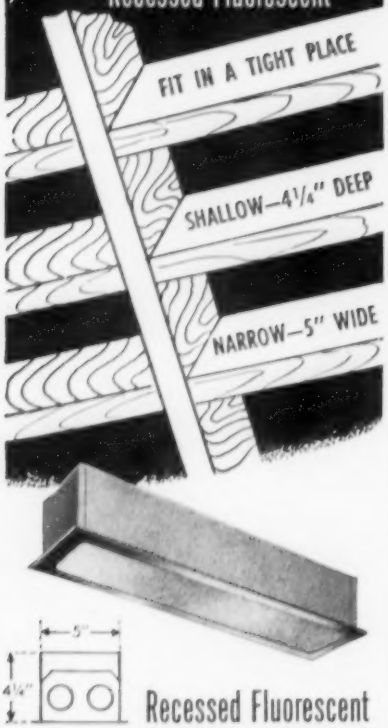



***LOOK FOR US . . .*** in Conference Booth 425 . . . at the Ambassador Hotel, Atlantic City, when the NAED meets June 10-14 . . .

# Collyer

**COLLYER INSULATED WIRE CO., 245 ROOSEVELT AVE., PAWTUCKET, R. I.**

# ALKCO 700's
Recessed Fluorescent




Recessed Fluorescent
Single or Double Lamp-20 or 40 watt

These beautiful, shallow, narrow recessed fluorescents solve your problem where studs or joists interfere with placement. Ideal, too, for creating attractive slender architectural lines. A companion line of incandescents, the 600's, also available.

- Low cost, high quality
- Exclusive 1-piece piano hinged frame — no ugly mitered corners
- Easy-open Alkco pinch-spring
- Glass, plastic or louver bottoms
- Underwriters' Labeled
- Stock widths available, 5", 8", 12", 24"

*Send for Descriptive Folder*

ALKCO MFG. CO.

A wide variety of stock incandescent and fluorescent fixtures — recessed or surface mounted — plus highest quality custom work too!

4242 N. Lincoln Ave. • Chicago 18, Ill.


# NAED Convention Program

## Atlantic City, N. J., June 10-14, 1956

### SUNDAY—JUNE 10

**Registration—1:00 p.m. to 5:00 p.m.**
Ambassador Hotel, lower lobby.

**4:00 p.m.**—Residential Lighting Committee Meeting—Ambassador Hotel, room 125.

### MONDAY—JUNE 11

**Registration—9:00 a.m.—all day.**
Ambassador Hotel, lower lobby.

**9:30 a.m.**—Board of Governors Meeting (followed by luncheon and afternoon meeting).

**1:00 p.m.-5:00 p.m.**—CONFERENCE BOOTH CENTER OPEN—Ambassador Hotel.

**3:00 p.m.-5:00 p.m.**—NAED Theatre—Ambassador Hotel, room 122.

### TUESDAY—JUNE 12

**Registration—9:00 a.m.—all day.**
Ambassador Hotel, lower lobby.

**9:30 a.m.**—Opening convention session for members and guests
Chelsea Hotel, Westminster Hall.
Address by President of NAED, Lester E. Barrett.
Report by Executive Director of NAED, Arthur W. Hooper.
Presentations—Honorary Life Memberships in NAED; McGraw Award Distributors Medal; NAED Junior Achievement Award (and announcements of NAED JA Scholarship Awards); Electric Housewares Award.
Address by James Q. du Pont, Administrative Assistant, Public Relations Dept., E. I. du Pont de Nemours & Co.—"Pattern for Success."

**1:00 p.m. to 5:00 p.m.**—CONFERENCE BOOTH CENTER OPEN—Ambassador Hotel.

**6:00 p.m.**—NAED-Harvard Executive Training Course Alumni Cocktail Party.

### WEDNESDAY—JUNE 13

**Registration—9:00 a.m.—all day.**
Ambassador Hotel, lower lobby.

**9:30 a.m.**—General Convention Session for Members and Guests
Chelsea Hotel, Westminster Hall.
Report of Western Region Manager, William M. Jewell.
Presentations—"Live Better—Electrically."
"Ten Basic Steps to Better Distribution."
Discussion—"Minute Man" Panel on Committee Work.

**1:00 p.m.**—Zone Luncheon and Election Meetings.

**3:00 p.m.**—Organization Meeting of Board of Governors.

**3:30 p.m.-6:00 p.m.**—CONFERENCE BOOTH CENTER OPEN—Ambassador Hotel.

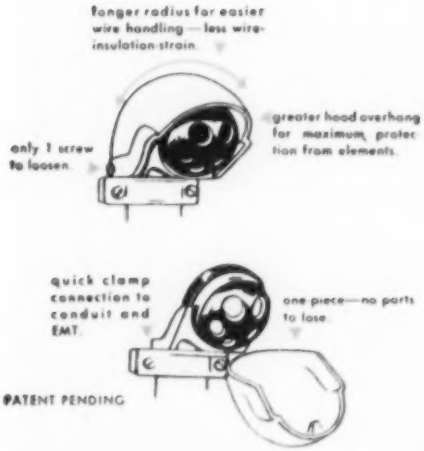
**4:00 p.m.-6:00 p.m.**—NAED Theatre—Ambassador Hotel, room 122.

### THURSDAY—JUNE 14

**9:30 a.m.**—Final Convention Session of Members and Guests
Chelsea Hotel, Westminster Hall.
Address by P. Howard Farley, Sales Promotion Manager, National Electrical Contractors Assn., Washington, D. C.
Address by Raymond Rodgers, Professor of Banking, New York University Graduate School of Business Administration—"The Economic Climate in the Months Ahead."
Presentation—NAED Education Committee—"Plans for the Future."
Address by Frank Rockwell Barnett, Director of Research, The Richardson Foundation, Inc., New York—"National Survival Is Everybody's Business."

## help your customers save money with

# efcor's new "swing top" entrance cap




**Show them the new down-to-earth way of saving time and trouble in service entrance installations.** Efcor's new "Swing Top" entrance cap has no loose parts, no hood to remove . . . just loosen one screw and swing the hood open. The patented one-piece, hinged construction holds the hood aside while cables are drawn through the head! Previously, it has been necessary to loosen several screws, remove the cover, put it in the pocket or on the ladder . . . where it might fall to the ground. Now . . . with "Swing Top" . . . the entire installation takes just a third of the time! Also demonstrate how the rugged clamp permits quick assembly directly against the wall. No offsetting or threading of conduit is required . . . accommodates EMT, as well. Swing Top's longer radius makes wire handling easier too. Make the swing through your area with "Swing Top" now . . . for new . . . profitable sales.

**Write for free sample or see your Efcor Representative.**

Efcor Reg. Trade Mark

**electrical fittings corporation**

37-52 57th STREET • WOODSIDE 77, NEW YORK

ILSCO
THE BIG LUG OF INDUSTRY
- Pure copper, 100% conductivity
- Wide wire range—re-usable
- U/L-CSA Approved
- Compact—rugged
- Advanced designing
- Sound engineering
- Speedy installation
- Cool operation—takes overload
- No special tools needed
- All screws wax-treated for better clamping

For Superior Quality
√ Check these features

MODEL MU

ALL THESE FEATURES AT LOW COST
Your √ Test Will Prove ILSCO Superiority Over Cost Or Any Other Type Lugs
See us at the NAED Show Booth 603

WRITE FOR CATALOG #50 AND SAMPLES
ILSCO CORPORATION
5746 MARIEMONT AVE., CINCINNATI 27, OHIO

nate the "temptation of anyone to cast envious glances in the direction of the city dweller." He urged his listeners to continue to impress the farmer that electricity is his best and most economical source of power. Power suppliers, also, were asked to do everything possible to make electric service reliable at all times.

Lowell Endahl, agricultural engineer, National Rural Electric Cooperative Assn., said that farmers can be expected to purchase some $24 billion worth of electrical equipment and appliances by 1975.

J. Vincent McBride, chief engineer, The Plastic Wire and Cable Corp., said there had been more progress in the farm wiring field in the past five years than in any other class of power wiring. Development had been particularly active in rural telephone cables resulting in unorthodox aerial distribution cables and buried cables. He described some recent developments which have facilitated the installation of farm wiring.

• **Industrial Survey**—A special feature of the conference was the presentation on the industry's farm wiring survey by J. C. Cahill, supervisor of rural sales, Detroit Edison Co. The survey was utility-conducted in seven states and based on personal calls.

Among the findings were that wiring "is a block, and a pretty big one" to

## Record Crowd Attends Farm Wiring Meeting

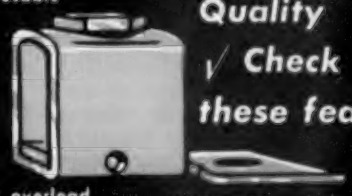
CHICAGO, ILL.—More than 250 farm electrification and wiring specialists from industry, U. S. Department of Agriculture, national farm organizations, colleges of agriculture and the farm and electrical press attend the National Farm Wiring Conference held on May 3 and 4 in this city.

Presiding co-chairmen of the conference were the chairman of the Farm Wiring Subcommittee, Farm and Rural Market Development Committee, National Electrical Manufacturers Assn. They are E. F. Luna, sales promotion manager, Anaconda Wire and Cable Co., and H. H. Watson, commercial engineer, sales department, construction materials division, General Electric Co. Mr. Luna heads the subcommittee and Mr. Watson, the parent committee.

• **Keynote Address**—S. J. Rosch, cable consultant, Anaconda Wire and Cable Co., was the conference keynoter. He recommend that farmers take stock of what inducements there are for employees and their families to remain on the land, and to make such improvements and add those household conveniences and "work-savers" which are necessary to elimi-

ILSCO
THE BIG LUG OF INDUSTRY
- Pure copper, 100% conductivity
- Wide wire range—re-usable
- U/L-CSA Approved
- Compact—rugged
- Advanced designing
- Sound engineering
- Speedy installation
- Cool operation—takes overload
- No special tools needed
- All screws wax-treated for better clamping

For Superior Quality
√ Check these features


MODEL XT

ALL THESE FEATURES AT LOW COST
Your √ Test Will Prove ILSCO Superiority Over Cost Or Any Other Type Lugs
See us at the NAED Show Booth 603

WRITE FOR CATALOG #50 AND SAMPLES
ILSCO CORPORATION
5746 MARIEMONT AVE., CINCINNATI 27, OHIO

the successful promotion of electric farm equipment. This conclusion was drawn from the responses of 49 customers who definitely stated that they were not satisfied with present wiring. There were also 23 customers who said they had thought about rewiring but not wire because it cost too much.

"The rare customer is the one who recognizes the need for wiring, since 8 out of 10 expressed satisfaction with present wiring."

Mr. Cahill stressed that farmers had to be educated as regards wiring adequacy.

In closing the conference, E. F. Luna said that the NEMA Farm Wiring Subcommittee was both surprised and pleased at the unexpectedly large turnout. He advanced two ideas which will be discussed in the future. One was the formation of a national farm wiring committee, composed of all interested groups. The other was the holding of additional conferences, annually or biennially.

## New Florida Gesco

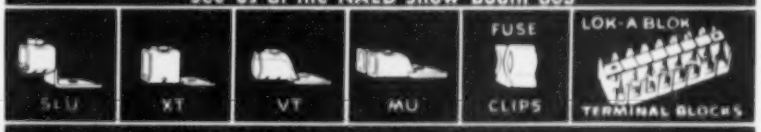
FORT LAUDERDALE, FLA.—Effective May 1, a new house was established at 510 N.W. 8th St., Fort Lauderdale, Fla., to distribute supplies and apparatus lines for the General Electric Supply Co. R. A. Clark is regional manager, Southeastern Region.


ILSCO
THE BIG LUG OF INDUSTRY
- Pure copper, 100% conductivity
- Wide wire range—re-usable
- U/L-CSA Approved
- Compact—rugged
- Advanced designing
- Sound engineering
- Speedy installation
- Cool operation—takes overload
- No special tools needed
- All screws wax-treated for better clamping

For Superior Quality √ Check these features

MODEL LO

ALL THESE FEATURES AT LOW COST
Your √ Test Will Prove ILSCO Superiority Over Cast Or Any Other Type Lugs
See us at the NAED Show Booth 603




WRITE FOR CATALOG #50 AND SAMPLES
ILSCO CORPORATION
5746 MARIEMONT AVE., CINCINNATI 27, OHIO



ILSCO
THE BIG LUG OF INDUSTRY
- Pure copper, 100% conductivity
- Wide wire range—re-usable
- U/L-CSA Approved
- Compact—rugged
- Advanced designing
- Sound engineering
- Speedy installation
- Cool operation—takes overload
- No special tools needed
- All screws wax-treated for better clamping

For Superior Quality √ Check these features

MODEL SLU

ALL THESE FEATURES AT LOW COST
Your √ Test Will Prove ILSCO Superiority Over Cast Or Any Other Type Lugs
See us at the NAED Show Booth 603

WRITE FOR CATALOG #50 AND SAMPLES
ILSCO CORPORATION
5746 MARIEMONT AVE., CINCINNATI 27, OHIO


## R. S. Ingersoll Elected Borg-Warner President

CHICAGO, ILL.—Robert S. Ingersoll was elected president of Borg-Warner in a major reorganization of the corporation's top management. He previously was an administrative vice president.

Roy C. Ingersoll, formerly chairman of the board and president of Borg-Warner, was re-elected as board chairman and was named chief executive officer but relinquished the presidency which he has held for six years.

Lester G. Porter, previously an administrative vice president, was elected to the newly re-created position of executive vice president.

Albert Steg, formerly treasurer and controller, was named financial vice president and treasurer.

Robert W. Murphy, vice president and general counsel, was given the additional responsibility of vice chairman of the executive committee.

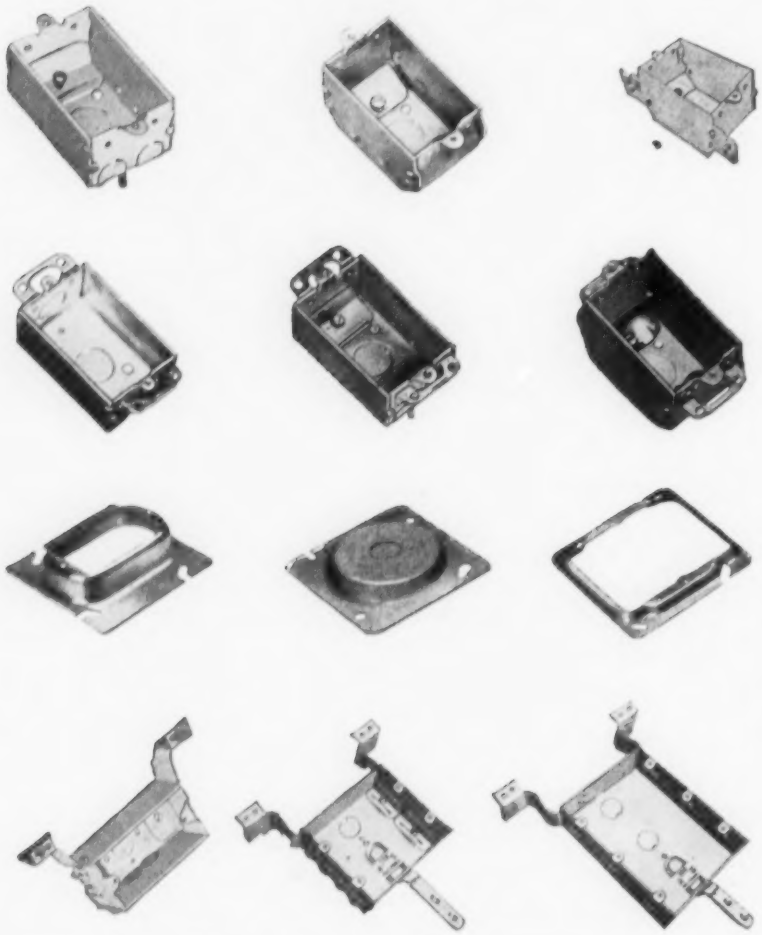
## Federal Dallas Plant

DALLAS, TEX.—New plant facilieral Pacific Electric Co. in this city. ties were opened recently by the Fed- The plant is located at 901 Regal Row in Dallas' Brook Hollow district. Operation is under the general supervision of D. H. Ladd, plant manager.

# SOLID SWITCH BOXES

Newart Solid Switch Boxes tested and accepted for the severest installations

## A SOLID SWITCH BOX FOR EVERY PURPOSE



Pioneers in Solid Switch Boxes that have proven time savers. Ideal for installations of special devices such as Power Receptacles—Range Receptacles, etc., without the need of a box cover; switch plate only.

*ALSO A FULL LINE OF*

OUTLET BOXES—SWITCH BOXES—OUTLET BOX COVERS—BAR HANGERS

Sold exclusively thru Electrical Wholesalers

# NEWART MFG. COMPANY

**6725 Machinery Ave.**

**CLEVELAND 3, OHIO**

*Newart Sales Offices and Warehouses assure prompt and efficient Service*

Meet us at the NAED Convention. Atlantic City—Booth 831


## Yonkers Succeeds Metz At Graybar-New York

NEW YORK, N. Y.—E. R. Yonkers is the new Graybar Electric Co., Inc., district manager at New York. He succeeds Herbert Metz who retired last month (EW, May '55, p. 84).

Mr. Yonkers has been with Graybar since 1933 when he became a salesman at Wichita, Kan. In 1939, he transferred to Kansas City as manager, lighting sales. He became manager of the outside construction and supply department in 1940, and from 1944 to 1946 was branch manager at Omaha. From 1946 until February, 1955, when he became Cincinnati district manager, Mr. Yonkers was district manager at Detroit. On January 1, last, Mr. Yonkers was made assistant district manager, New York.

Effective last May 1st, L. J. O'Connell is manager, transportation sales at the Graybar general headquarters, 420 Lexington Ave., New York City.

Mr. O'Connell joined the Graybar-Omaha organization in 1948 as manager, communication sales. Prior to this position, he served as assistant communication's engineer of the B&O railroad, Baltimore, Md. He also was engaged for seven years in broadcast engineering work with KWTO and KGBX, Springfield, Mo., and KOAM, Pittsburg, Kan.

## Moves Regional Offices

PHILADELPHIA, PA. — Proctor Electric Company has moved two regional offices. The Chicago office is now located in the Merchandise Mart, room 1412. Thomas J. Kenna, central sales manager, heads the new office. The Los Angeles office has moved to 3156 Wilshire Blvd. The firm's sales activities for the Western region are under the direction of F. J. Davis.

## Interstate Electric To Build New House

NEW ORLEANS, LA.—Construction is underway on a $750,000 structure for the Interstate Electric Co., wholesale distributors. The combined office and warehouses will also house Interstate's subsidiary Auto-Lec Stores, Inc.

George C. Howell, Jr., president, said the firm had signed a 60-year lease for the 160,000-sq ft of ground with the Southern Railway. The building will have 145,000-sq ft of floor space. Twenty-two thousand square feet of this will be air conditioned office space, and display areas, located on a mezzanine level.

The new building will front on Conti between Genois and Cortez Sts., New Orleans. The firm is presently located at 1001 So. Peters St.

**Biggest Name in Lighting Fixtures...**

**progress**

# adds 2 more product lines

## That Build extra profits

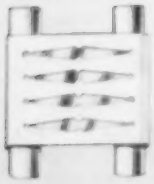
### Complete Selection of

## Ventilating Range Hoods

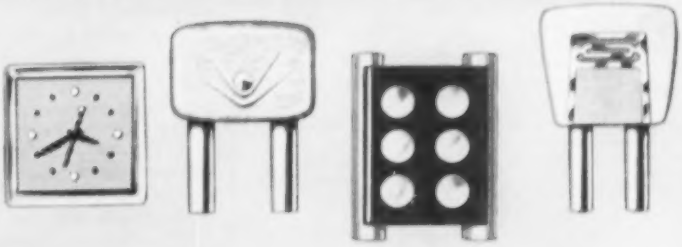
In introducing this new line of ventilating range hoods, Progress once more demonstrates unusual foresight in meeting growing demands for homemaking convenience. In removing kitchen fumes, regulating temperatures, these ventilating range hoods save on cleaning . . . bring added comfort to modern kitchens. Smartly designed by Progress to fit into any kitchen decor, they come in a choice of heat-resistant, fade-proof finishes; 4 sizes. Quality built, they're a sales-closing extra that means extra volume for *you!*

***Be sure to visit us at Conference Booth # 428 and the Progress Suite at the Ambassador Hotel.***

## Full Line of Beautiful Door Chimes

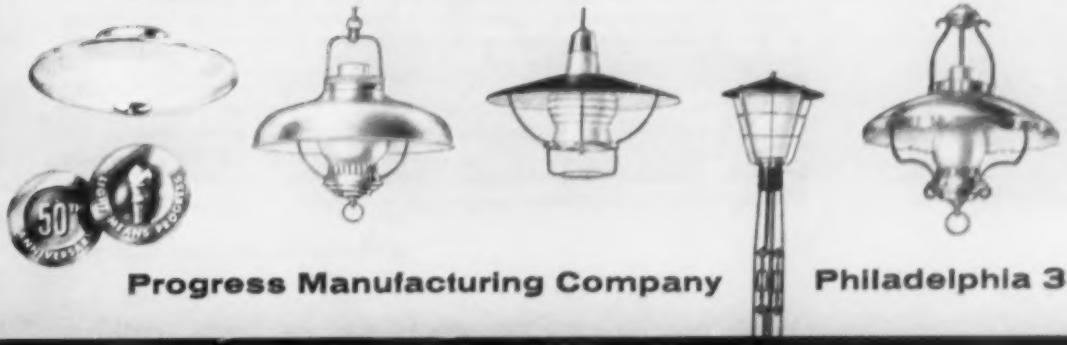


**Now Progress brings you a complete line-up of true toned door chimes tuned to beautiful selling! Handsomely styled assortment includes everything from the traditional to today's modern . . . from recessed electric clock chimes to repeating recessed door chimes. 20 styles, every wanted finish in this value-packed line. Typical Progress quality at rock-bottom prices assures PLUS-SALES with these beautiful door chimes!**



**Promote progress —the Profit-Line**

**highlighting more style, better engineering, more value in Indoor and Outdoor Fixtures!**



**Progress Manufacturing Company** **Philadelphia 34, Pa.**

sell the
AUDIBLE
SIGNALS
that are
EASIER to INSTALL

*Faraday Uni-Pact*

. . . and give amazing
**Flexibility, too!**

***12 different sound instruments all fit one adapter plate***

**Handle signal systems?** Here's why it will pay you to feature Faraday Uni-Pacts

**Easier to install**—you make more profit on each installation.

**Easier to sell**—gives your customers amazing flexibility (horns, buzzers, bells, chimes all plug into one adapter plate).

**Virtually damage-proof**—sound instruments go on after rough-in men are finished.

**Safer to install**—no exposed terminals in dead-front adapter plate.

*Note: Smart contractors rely on Sperti Faraday engineering for the best in:*

**Annunciators • Synchronous Clocks • Door Openers • Fire Alarms • Transformers • Electric Clock Systems • Contact Devices • Freezer Alarms • Sirens • Plugmaster Cord Sets.**

*Sperti Faraday Inc.*

*Engineers in Sound and Sight Since 1875*
**ADRIAN, MICHIGAN**

**Report on Housing:**

# The Outlook Is Brighter

- Recent rise in annual rate of private housing starts—the first in many months—is one good sign.
- Mortgage commitments, requests—indicators of proposed construction—stop declining, rise slightly.

WASHINGTON, D. C.—The decline in housing starts and in mass residential construction starts seems to have levelled off and the outlook for the homebuilding industry now is better than it has been in recent months.

New housing starts dropped almost steadily through 1955 but such starts are once again moving up. The encouraging signs include:

- A rise in the annual rate of private housing starts between January and February, the first month-to-month increase since last August.
- A small rise in January, and a jump of one-fourth in February, in applications for FHA mortgage commitments and requests for VA appraisals, which are indicators of proposed home construction. Arthur F. Burns, chairman of the President's Council of Economic Advisers, has told a House Appropriations subcommittee that the latest decline was due to the relative shortage of mortgage money. The difficulty last year was that mortgage-lending institutions made commitments on mortgages in excess of the inflow of funds to these institutions that could be used for that purpose. Even so, private housing starts totalled 1.3 million units in 1955.
- A report by the Federal Reserve Board, based on a University of Michigan Survey Research Center report, states that even more consumers plan to buy houses this year than last.
- Reports from large building contractors that their new houses are selling well and that they plan to erect as many homes this year as in 1955. One $200 million housing project for Colorado Springs, Colo., provided the booster in February that pushed the first two months' awards of private mass contracts ahead of last year.
- The evident disposition of the federal housing and mortgage agencies to move in when building and lending sag, as in the restoration last January of the 30-year maximum term or government-backed mortgages, and the increased support of the secondary mortgage market recently by the Federal National Mortgage Association (Fanny Mae).
- **More Expensive**—The McGraw-Hill Department of Economics reports that the average 1956 house will be bigger and more expensive than the 1955 house and also that the prospect of increased spending on home improvements could easily help set a new record in total expenditures on residential construction.

In short, although there are likely to be fewer houses started, those that are will be more expensive and bring a greater total dollar volume.

For the 1956 total to match 1955's 1.3 million starts, the usual seasonal spurt in the spring months will have to be considerably stronger than it is normally. During the spring quarter, construction usually begins on almost 30 per cent of the year's new homes, so that advantage can be taken of prime weather for building in the northern part of the country. This year, homebuilding started off with a handicap of some 25,000 units, the number by which January and February trailed the same months of 1955. So the tally for the months ending with May is of great importance in indicating whether this will be another 1.3 million-start year.

- **By Regions**—Private mass housing starts are up 13 per cent as of March 1st. The Colorado project, mentioned several paragraphs ago, gave the west of the Mississippi region a new record to shoot at and set the first two months 131 per cent ahead of 1955, according to the Engineering News-Record, McGraw-Hill publication, monthly Marketing Letter.

New England almost doubled its housing activity in the year's initial two months, while the Middle West pushed ahead by 10 per cent. All other regions lagged behind last year, particularly in South and Far West.

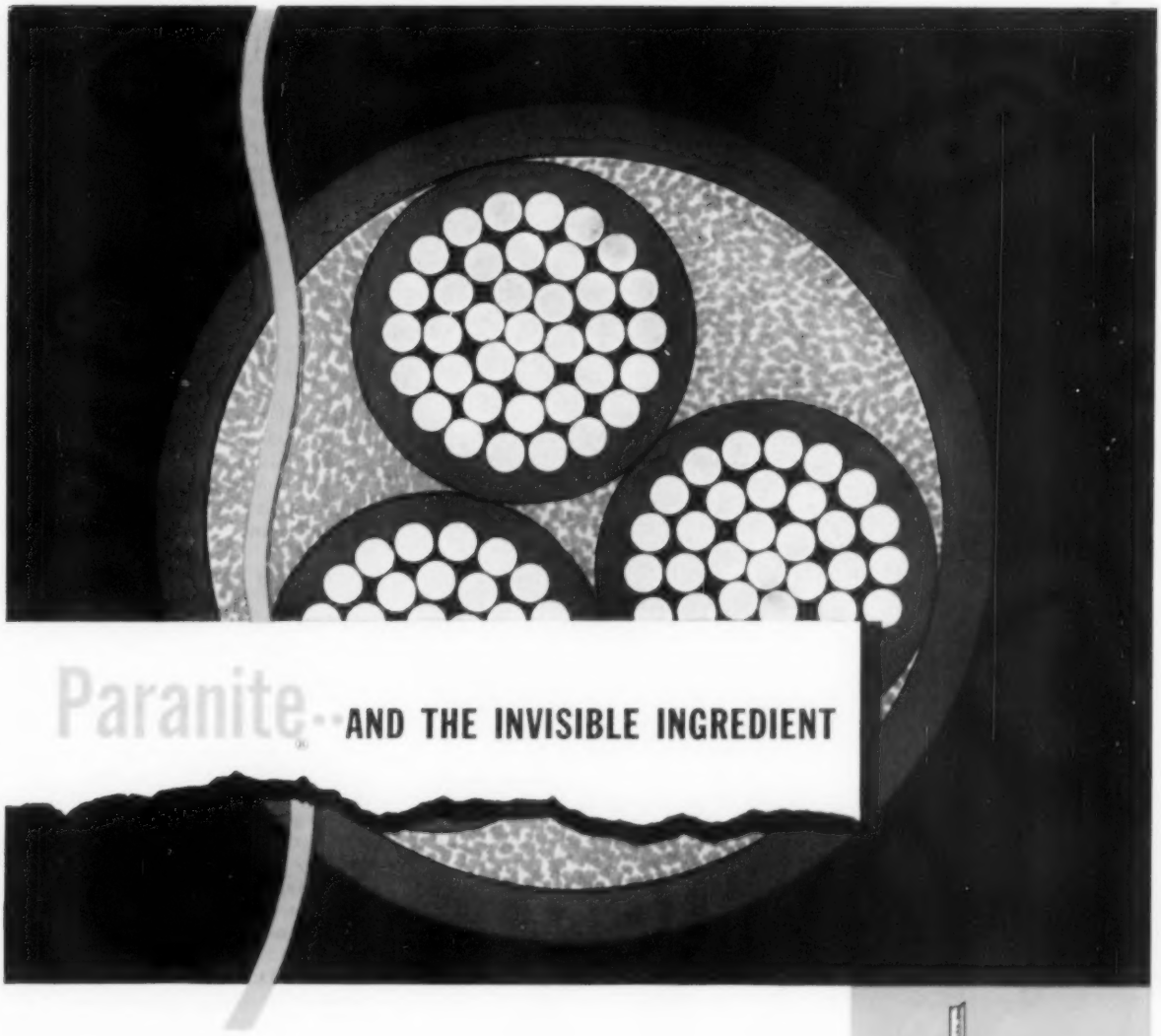
- **New Plans**—The Administration is pushing several new housing plans. It is reported that federal aids-to-housing will be liberalized, if a new program gets through Congress.

Here are some of the main points of Housing Chief Albert Cole's new proposals.

Seventy-thousand public housing starts in the next two years.

Allotments for public housing designed for the aged population should be upped from the present $1,750 per

*Continued on page 142*



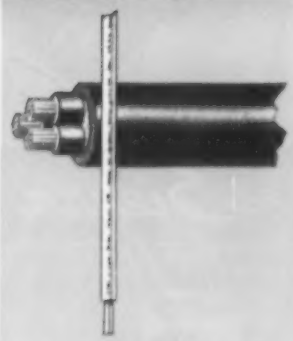
# Paranite® ... AND THE INVISIBLE INGREDIENT

● Electricians know the various types of wire and cable, of what they are made, and their proper application. But with Paranite products there is an "extra" that you cannot see . . . or feel . . . for Paranite is a perfectionist.

Paradoxically, "good enough" is *not* good enough at Paranite, for since the company was founded 66 years ago, it has been motivated by the desire to make a better product each day than the day before, if humanly possible. This became a habit, then a tradition, and today is the *invisible ingredient.*

Growing aware of the excellence of product that this "invisible ingredient" made possible, wholesalers and contractors coined a phrase decades ago expressing their confidence in Paranite: "If It's Paranite, It's Right." In the course of time, the company adopted this trade phrase as its slogan.

True in past years—more true today! The "invisible ingredient" still silently assures you that every foot of Paranite Wire and Cable is as nearly perfect as human hands can make it . . . utilizing modern equipment and cautious testing.



**From POWER CABLE to FIXTURE WIRE . . . you'll find Paranite quality high . . . service outstanding!**

**PARANITE WIRE AND CABLE**

***DIVISION ESSEX WIRE CORPORATION***

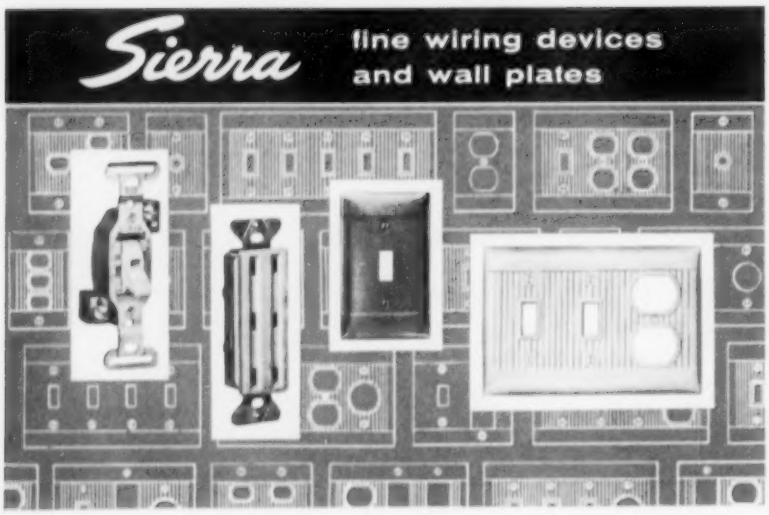
**FORT WAYNE 6, INDIANA**

***MANUFACTURING PLANTS:*** **Birmingham, Ala.; Anaheim, Calif.; Jonesboro, Ind.; Marion, Ind.**

***Warehouses* and Sales Offices***

*Atlanta, Georgia; Boston, Massachusetts; *Chicago, Illinois; Cleveland, Ohio; Dallas, Texas; *Detroit, Michigan; Hartford, Connecticut; Indianapolis, Indiana; *Kansas City, Missouri; *Los Angeles, California; *Newark, New Jersey; Omaha, Nebraska; *Portland, Oregon; Upper Darby (Philadelphia), Pennsylvania; Rochester, New York; *Saint Louis, Missouri; *San Francisco, California; Seattle, Washington; Springfield, Illinois.

SEE YOU AT BOOTH NO. 901, N.A.E.D. CONVENTION!




## Report on Housing . . .

room, to $2,250 per room. The Administration would insure mortgages up to 90 per cent for apartments in which 25 per cent of the units are occupied by persons 60 years of age or older. Provisions would also make it easier for older persons to buy single-family homes.

Projects to house families displaced by urban renewal, would be eligible for bigger mortgages with longer maturities.

Other proposals include increased funds for college housing, home improvement loan liberalization, etc.

Democrats in Congress are said to be considering public housing terms of 100,000 units per year as against the Administration's 35,000, plus other similar liberalizations.

With both political parties "housing-minded"—and with this an election year—some of these liberalizations can certainly be expected.

## Times Appliance Changes Name

NEW YORK, N. Y.—Times Appliance Company, Inc., will now be known as the Westinghouse Appliance Sales Corp. It will continue to be located at 353 Fourth Ave., New York City.

Times Appliance Co., Inc., wholesale distributors since 1920, was sold to Westinghouse Electric Corp. in February, 1955. Since that time it has been operating under its old name as a wholly-owned subsidiary of the company.

Victor D. Kniss will continue as president of the new corporation. C. J. Ward continues as its vice president and general manager.

## Westinghouse Managers Elected Vice Presidents

PITTSBURGH, PA.—The managers of three manufacturing division and of a headquarters operation which serves all division, purchases and traffic, have been elected vice presidents of the Westinghouse Electric Corp. They are:

Frank W. Godsey, Jr., manager since 1951 of the Electronics, X-Ray and Air Arm divisions, all in Baltimore, Md.

A. M. Kennedy, Jr., who will continue to administer the purchases and traffic department from the company's headquarters.

F. M. Sloan, general manager of the lamp division since 1953, who will continue to direct the division which includes nine plants in six states.

W. Waits Smith, who will continue to direct the Aviation Gas Turbine division, Kansas City, Mo.

# EASY WAY

## TO FINISH A JOB

MULTIMOUNT LUG

SINGLE LUG

TWIN LUG

SPLICER

Socket set screws furnished as standard. Hex head screws available on all fittings at no extra cost. L35 and L70 furnished with slotted screw to allow tightening with screwdriver.

# BLACKBURN

## TERMINAL LUGS AND SPLICERS

- Quickly Installed—No Special Tools Required
- Highest Quality Materials Throughout
- Rugged, Durable Construction; Compact Design
- Choice of Bolt—Screw, Socket or Hex-head
- Economically Priced

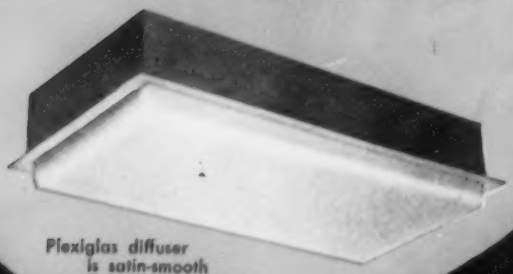
Available Through Electrical Wholesalers Everywhere
Write for Latest Lug Bulletin Containing Specifications and Prices

UL

JASPER BLACKBURN CORPORATION

35 MADISON STREET • ST. LOUIS • MAIN 1-2821

Model 22
FLUSHED RECESSED FLUORESCENT
with dropped Plexiglas. Maintenance is fast and easy. All wiring is connected to removable pan, which is independent of the housing.

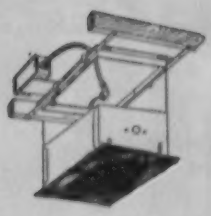


Plexiglas diffuser is satin-smooth for even illumination.

another ATLITE designed for better lighting

Model 205
DIRECTIONAL SIGN WITH DOWN LIGHT
Single face. Plastic bottom shield provides general illumination and offers quick access to wiring for maintenance.

PRE-WIRED ASSEMBLY



FAST, EASY INSTALLATION
REDUCES YOUR INVENTORY
Drive four nails — turn the screws! It's up — without carpentry. R, T or TW wire pulls directly into the J-box, which is always accessible. No other pull boxes, asbestos or slow burning wire needed. Available in six sizes for 60,100,150, 200-300 watt fixtures.

Send for your illustrated catalog of the complete ATLITE line.
ATLAS ELECTRIC PRODUCTS CO.
317 Ten Eyck St., Brooklyn 6, N. Y.

## Salesman's Selling Time Charted In Survey

NEW YORK, N. Y.—A salesman selling to industry can make an average of 2.4 calls per year on each buying influence in his territory.

According to a survey made by the McGraw-Hill Bureau of Research, the average industrial salesman has 268 active customers and prospects in his territory. On the average there are 3.6 men per company with buying influence. To keep these 965 buying influences informed, the average salesman must spend 41 per cent of his time in face-to-face with each buying influence.

The survey showed that the salesman saw 9.7 individuals in 4.5 companies, spending 22 minutes with each buying influence. The salesman, spending 22 minutes on the average call with each buying influence, would theoretically be able to get around to each customer and prospect about once every five months. However, the salesman probably spends more time where he feels he is closer to making a sale. Therefore, as a result, some prospects and customers see him less frequently.

The time spent breaks down thusly: face-to-face selling, 41 per cent; traveling, waiting for interviews, 32 per cent; reports, paperwork, sales meetings, 19 per cent; service calls, 8 per cent.

## Six Manufacturers Join NEMA

NEW YORK, N. Y.—Six more electrical manufacturers have joined the National Electrical Manufacturers Assn. (NEMA) it was announced by J. W. Corey, president of the association. Their election raises the membership of the association to 568 firms.

The six new members and the NEMA sections they are affiliated with are:

Dixie Radiant Electric Heat Corp., Atlanta, Ga.; Rentip, Inc., Knoxville, Tenn.; Sundial Electric Co., division of Slant-Fin Radiator Corp., Richmond Hill, N. Y. These three companies are affiliated with the electric house heating equipment section.

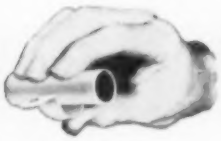
Great Northern Mfg. Corp., Chicago, Ill., is affiliated with the industrial and commercial lighting equipment section.

Ralph Wilson Plastics, Inc., Temple, Tex., is affiliated with the laminated products section and its decorative laminates group.

A. O. Smith Corp., electric motor division, Dayton, Ohio, is affiliated with the motor and generator sections, and its fractional horsepower and integral horsepower subsections.

# Blackhawk Industries' SNAP STRAP

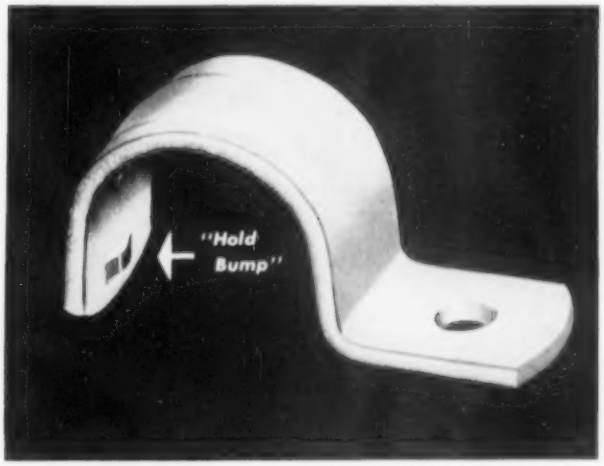
## ...the original snap-on clamp...

## snaps tighter  holds its grip

## easier to sell because it's easier to use

### Why it's better...

The B-I SNAP STRAP has the "hold-bump" at the open end of the bracket—really grips—resists slips like an alligator wrench! Ribbed bracket adds to the snap, provides rigid contact support of the conduit.




"Patent Pending"

### Quick installations, more jobs, more sales

Faster installations mean more profit for your customer and for you—and Blackhawk Industries' SNAP STRAP *means* faster installations . . . eliminates time-wasting fumbling, dropping, annoyance—all the *temper* is in the SNAP STRAP.

The SNAP STRAP is made of heavy gauge steel, zinc plated after fabrication. Made in a wide range of sizes for rigid and thinwall conduit.

## specify B-I when you buy

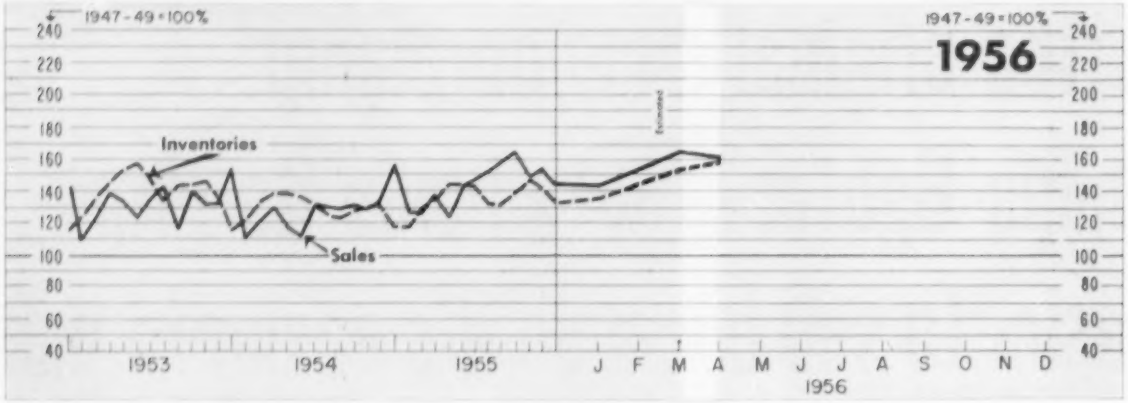
sold only through Electrical Wholesalers

Write for FREE catalog

**Blackhawk Industries** DUBUQUE, IOWA

# BUSINESS INDEX for March 1956*

## NATIONAL PICTURE:




| | INDEX | | | | | % CHANGE |
|---|---|---|---|---|---|---|
| | Mar. 1956 | Feb. 1956 | Mar. 1955 | Mar. 1954 | Mar. 1953 | 1956 from 1955 |
| **Sales** | 165 | 153 | 139 | 130 | 141 | +19 |
| **Inventory** | 153 | 144 | 136 | 140 | 147 | — |

## REGIONAL PICTURE:

| | SALES (% Change) | | | INVENTORY (% Change) | |
|---|---|---|---|---|---|
| | From Feb. 1956 | From Mar. 1955 | 1956 From 1955** | From Feb. 1956 | From Mar. 1955 |
| **NEW ENGLAND** | −5 | +6 | +23 | +4 | +3 |
| **MIDDLE ATLANTIC** | +11 | +28 | +26 | +16 | +25 |
| **EAST NORTH CENTRAL** | +10 | +24 | +17 | +7 | +13 |
| **WEST NORTH CENTRAL** | +12 | +23 | +14 | +6 | +12 |
| **SOUTH ATLANTIC** | +5 | +16 | +17 | +6 | +23 |
| **EAST SOUTH CENTRAL** | +2 | +19 | +14 | +6 | +21 |
| **WEST SOUTH CENTRAL** | +12 | +10 | +17 | +4 | +23 |
| **MOUNTAIN** | +4 | +2 | +10 | +14 | +25 |
| **PACIFIC** | +13 | +13 | +15 | +9 | +19 |

*Source: Bureau of the Census. April projection is by this publication. **3 months 1956 from 3 months 1955.

IT PAYS TO HAVE HUBBELL GOOD CONNECTIONS

# NEW 3-WIRE, GROUNDING-TYPE CONVENIENCE OUTLET

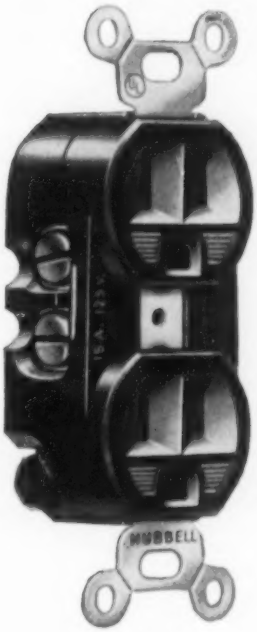
## with rugged, two-piece construction

**CAT. NO.**
**5252**

15 Amperes
125 Volts

**POLARIZED**

Two green hexagonal grounding screws, one per side, permit wiring flexibility.




***Designed for the Purpose . . .***
For Grounding Exposed Metal Parts of Portable Electrical Equipment

***A competitive, yet highly dependable, duplex, flush-mounting receptacle for all practical applications. Unit is side-wired with grounding terminals and with parallel slots. Available in brown bakelite, #5252, and in ivorine, #5252-I.***

15 AMPERES
125 VOLTS

## FEATURES

- **Large head binding screws**
- **Break-off feature for two-circuit installations**
- **Two green hexagonal grounding screws — one per side.**
- **Will accommodate two armored or rubber caps**
- **Slots for 2-wire regular and polarized caps**
- **U-shaped slot for ground blade**
- **Rugged 2-piece bakelite construction.**
- **Washer-type plaster ears and wire looping slot.**

Can be used with metallic or non-metallic wiring systems.

Designed with two current carrying contacts and one grounding contact.

Grounding contacts electrically connected to supporting bridge and to the two hexagonal-shaped green finished binding screws, located one on each side of the unit.

Grounding of metallic system wiring is directly through metal enclosure.

Grounding of non-metallic systems is through a third wire acting as a grounding conductor.

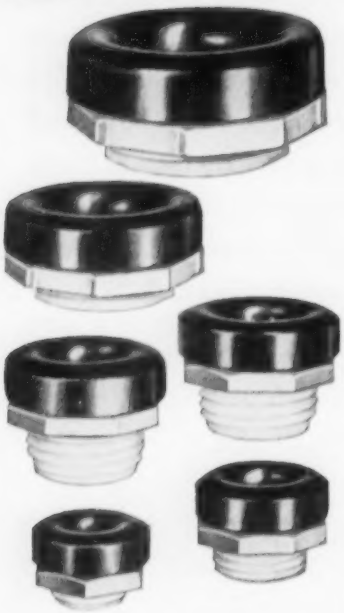
# Harvey Hubbell, INC.

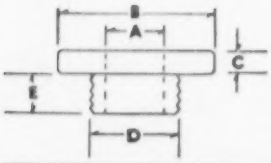
DEPT. D — Bridgeport, Conn.

FACTORY WAREHOUSE LOCATIONS ASSURE NATIONWIDE STOCK AVAILABILITY

State and Bostwick Sts. Bridgeport 2, Conn. — 37 South Sangamon St. Chicago 7, Ill. — 103 North Santa Fe Ave. Los Angeles 13, Calif. — 1675 Hudson Ave. San Francisco, Calif. — 1111 Dragon St. Dallas 7, Texas

UNIVERSAL
PIPE THREAD
BUSHINGS
UNIFORM
QUALITY






| No. | A | B | C | *D | E |
|---|---|---|---|---|---|
| PB-1 | 1/4" | 25/32" | 1/4" | 1/4" | 5/16" |
| PB-2 | 3/8" | 29/32" | 1/4" | 3/8" | 3/8" |
| PB-3 | 7/16" | 1 7/64" | 11/32" | 1/2" | 1/2" |
| PB-4 | 1/2" | 1 7/64" | 11/32" | 1/2" | 1/2" |
| PB-5 | 3/4" | 1 11/32" | 3/8" | 3/4" | 5/16" |
| PB-6 | 1" | 1 21/32" | 3/8" | 1" | 5/16" |

*Conduit nut size

THE UNIVERSAL
CLAY PRODUCTS CO.
1549 EAST FIRST ST.
SANDUSKY, OHIO

**Debt Too High?**

# Consumer Spending and Credit

- If consumers are in over their heads, it would accentuate any future downturn in business.
- If a large number of loans go bad, lenders are likely to tighten up when new credit would be needed.

NEW YORK, N.Y. — The woefully belated statistics with which economists must labor now make it clear just how much consumer credit meant to the boom in 1955. Credit and consumer spending on durable goods moved up and down together.

This close relationship between installment credit and consumer spending on durables has been typical also of other postwar years.

In the 1956 outlook for automobiles and other consumer durables, this becomes a crucial question: Can installment credit spurt again? Right now it doesn't look that way. Since September the rate of new credit extensions has been declining more than seasonally, which indicates that fewer consumers lately are willing to go in hock. This change of mood is reflected also in lagging auto sales.

• **Healthy**—Many experts in the monetary field believe that the decline from last September's peak of credit buying is a healthy thing—a retreat by both lenders and borrowers from an easy-lending spree that couldn't last. The Federal Reserve Board and the Administration have been exercised about holding consumer credit within amounts and terms that will not have inflationary effects on the economy.

On the other hand, some of the more pessimistic business forecasts are based on the conviction that consumers have borrowed too much. The idea is that people already have a big chunk of their incomes committed to paying installments on last year's purchases and that this will greatly reduce their ability to buy new items this year. If consumers are really in over their heads, this would accentuate any downturn in business.

• **Is Debt Too High?**—There are three ways of looking at consumer debt in trying to judge whether it is "too high": (1) the present level of outstanding debt, (2) the rate of new borrowing and (3) the terms on which consumers borrow.

**Outstanding debt** of consumers is higher than it has ever been before. The total at the end of 1955 was over $36 billion, including installment credit of $14.3 billion on automobiles and $6.4 billion on other consumer goods. In relation to disposable income, however, total credit outstanding does not look so alarming. It equalled 12 per cent of disposable income at the end of the year, which was slightly higher than the previous record of 11 per cent set in 1940.

Debt appears also to be in reasonable relation to consumers' total assets, represented by their cash savings and the equities they hold in automobiles and other durables. For example, total automobile debt outstanding is now a little over $14 billion; but consumers own about $40 billion worth of cars on which there is no debt at all, and total consumers' equity in all cars is well over $50 billion. Consumer holdings of cash and government bonds are over $215 billion, compared to $36 billion of consumer credit outstanding.

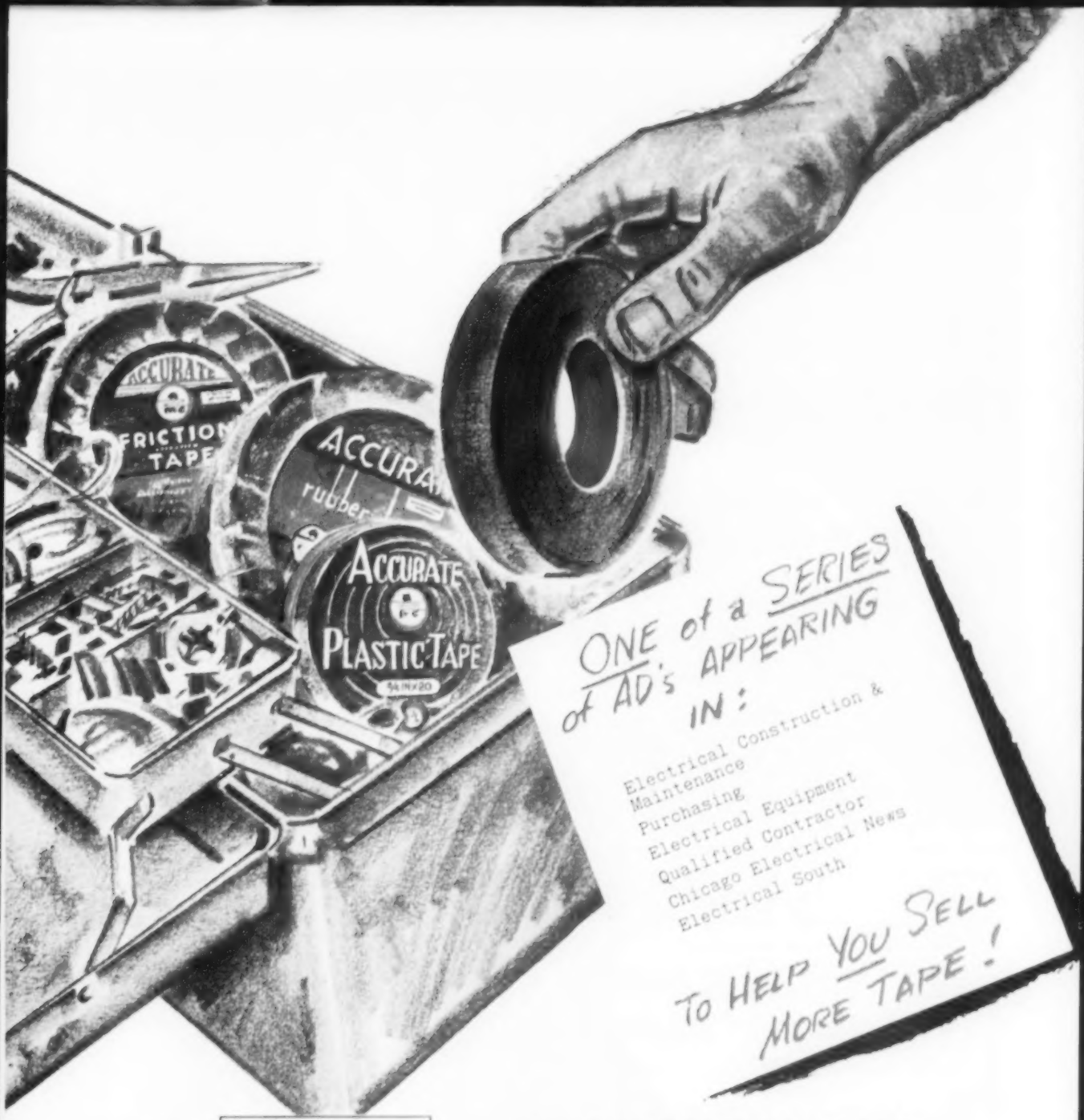
**New borrowing** has to be considered on a net basis: i.e., how much more are consumers as a group borrowing than they are paying back? Here the evidence suggests that net new borrowing has been running at a rate that could not be sustained very long.

In September—the month when 1955 auto sales hit a peak—consumers came into the market in unusual numbers to take advantage of the "clearance sales" on the outgoing models. Net new installment credit extended came to $588 million (after seasonal adjustment), or 2.4 per cent of disposable income for that month. The ratio has seldom gone above 2.5 per cent in the past, and it has usually come down sharply after going that high. So it is not surprising that consumers' net new borrowing dropped to about 1.8 per cent of disposable income in December.

A less rapid rate of new credit extensions will mean less artificial steam under the boom and more dependence on real growth in incomes to support cash buying. It would not necessarily cause a decline in consumer durable goods buying. At the same time, a drop in sales for other reasons—such as lack of style changes—may hold down the demand for increased installment credit. The relationship between consumer credit and durable goods sales works both ways.

**Credit terms** are one of the big

*Continued on page 150*




he's reaching for... the **Best ELECTRICAL TAPE...**

# ACCURATE TAPE

FRICTION, RUBBER SPLICING, and PLASTIC TAPES

ACCURATE MANUFACTURING COMPANY
Garfield, New Jersey

WORLD'S LARGEST EXCLUSIVE MANUFACTURER OF ELECTRICAL TAPE

# Unbeatable

## for fast, clean conduit cutting

*...and fast turnover for you!*

**efficiency-balanced**

**RIDGID**

**Heavy-Duty**

## Pipe Cutter

7 models for 1/8" to 6" pipe and conduit

Most *pre-sold* by advertising to your customers, it's a tool that knows its business. It rolls easily through any conduit, scarcely a trace of burr. Strongly built, guaranteed not to warp or break, always tracks perfectly. Thin-blade or heavy-duty cutter wheels. For more profit from your pipe tool department this year, stock and sell RIDGIDs!

**RIDGID**

**4-WHEEL**

**for easy cutting in tight places**

**RIDGID**

**Work-Saver Pipe Tools**

**The Ridge Tool Company, Elyria, Ohio, U. S. A.**


### Spending, Credit . . .

worries of many financial authorities, who feel that consumer credit otherwise is in generally sound shape. In 1954 standard installment contracts called for 25 per cent to 33⅓ per cent down and 24 months to pay. Toward the end of 1955, down payments were cut to 20 per cent to 25 per cent in many cases, and terms were stretched out to an average of 30 months with many contracts running for 36 months or longer.

Federal Reserve officials particularly feel that there is great danger in this deterioration of credit terms. It increases the risk of bad loans by tempting people who may not really be able to meet the payments—low income workers and those who might be laid off during any sort of recession. If any large number of loans should go bad, lenders would be likely to tighten up at just the time when new consumer credit would be most needed to sell goods.

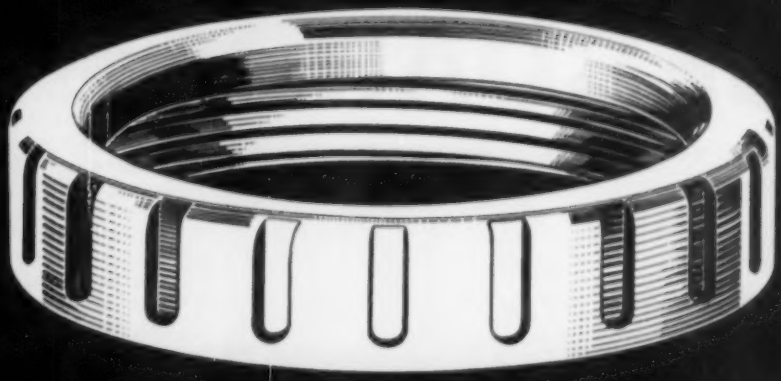
Delinquencies so far have been low, and they are likely to continue low as long as prosperity holds at a high level. But over-generous terms in prosperous times builds up a danger for any future period when business slides. This is why financial authorities would like to see banks and credit companies follow a policy of some moderation in credit terms now, keeping in reserve the possibility of easing them if consumer income takes a temporary dip later.

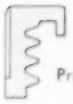
• **Chicken or the Egg?**—The argument about credit terms has this special significance: It's only when the terms are changed that consumer credit clearly shows up as the reason for increased sales. In most years, you can argue, consumer credit simply varies with the sales of automobiles

**RICHARD A. VAILL**, formerly district manager at San Francisco, is now western regional manager for the Edwards Co., Inc., Norwalk, Conn. He joined the company in 1948. Robert L. Kempton, assistant general sales manager, reported that the western region was formed recently to increase service in ten western states and Hawaii. Mr. Vaill will make his headquarters at 2500 West Sixth St., Los Angeles.

# NEW!

## Better in Every Way!





Protective Overhanging Lip

Unique Indented Easy-Grip Surface

Tighten By Hand

Takes A Wrench To Loosen

U. L. Approved

# C&R*

## PLASTIC INSULATING BUSHINGS for Rigid Conduit

Look! This **C & R** Insulating Bushing is not just "another plastic" product. It's tougher and stronger . . . because it's specially compounded of cellulose acetate butyrate, the tougher plastic that won't crack or distort or burn, corrode or break. Look again! See that exclusive easy-grip design, that insulation-protecting curved lip! You'll like the unique grip design of the **C & R** Bushing.

It goes on easy, can be hand-tightened, yet locks so tight on conduit, a wrench is needed to loosen it. Takes up less space in a cabinet or pullbox. Made in every wanted size. Approved by U. L. . . . and every one who uses it! Remember the letters . . . **C & R** . . . for A-1 quality.

Sold only through recognized Electrical Wholesalers.

*Trade Mark

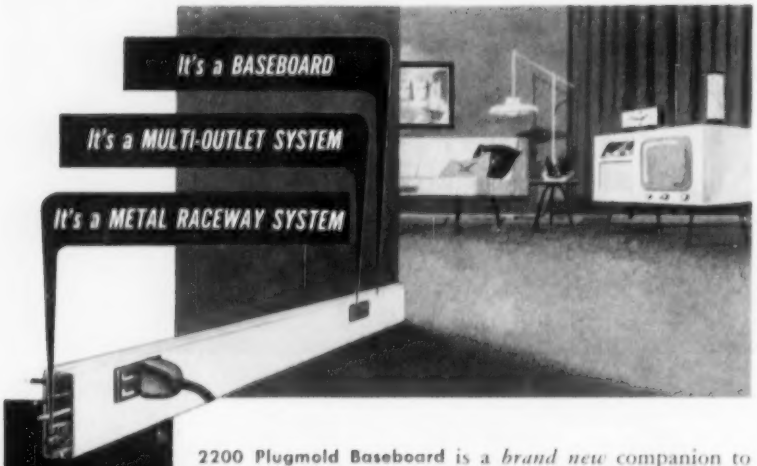
**Mfg. by E. Z. PLASTICS CO. • LENNI, PA.**

NEW

The BIG NEW IDEA in wiring and rewiring

3-in-1

# PLUGMOLD BASEBOARD




Simplifies all wiring and rewiring

Reduces rough-in wiring

Makes wiring and rewiring profitable

Visit Us At BOOTHS 638-639 at the NAED Convention

**2200 Plugmold Baseboard** is a *brand new* companion to Wiremold's famous multi-outlet and wiring raceways. It is a combination raceway that serves as a multi-outlet system, a wiring system and a steel baseboard . . . *all three in one.*

**2200 Plugmold Baseboard** is the *modern answer* to all residential, commercial and industrial building wiring and rewiring problems. It reduces rough-in wiring to a minimum, and saves installation costs.

**2200 Plugmold Baseboard** supplies duplex outlets every 30" or 60" and has a capacity of 10 No. 10 or 3 No. 6 conductors. It can be installed in homes, apartment buildings, offices, stores, showrooms and is ideal for factory assembly line or perimeter wiring.

**2200 Plugmold Baseboard** meets *all* NEC requirements and is listed by Underwriters' Laboratories, Inc.

*For further information, Write to Dept. H-6.*

THE WIREMOLD COMPANY
HARTFORD 10, CONNECTICUT

## Spending, Credit . . .

and other durables—that the volume of loans is the result of sales, not the cause. (Of course, the cars wouldn't be sold without credit). But the sequence when credit terms are changed is clear and sharp.

In 1952, auto sales were lagging until Regulation "W" went off and normal consumer credit terms were restored. Sales boomed well into 1953. In the summer of 1954 auto inventories began building up. But as credit terms were relaxed further, sales jumped and inventories disappeared in time for the new model introductions. Easier credit brought similar results in sales of furniture, appliances and TV sets.

Automobile sales are lagging now, and competition is fierce in other consumer goods lines. So the temptation is great to liberalize credit terms still further. However, two factors are working against this at the moment:

(1) The tight credit policy of the Federal Reserve Board, which is aimed specifically at holding down consumer loans, and (2) The reluctance of lending institutions to take the risk of easier terms than now prevail.

In any event, it is hard to see how terms could be made much more liberal than at the end of 1955 without destroying any semblance of sound lending practice. But some further easing—and therefore some boost for durable goods sales—may be in store for the second half of 1956 if the credit authorities decide that business needs a lift.

## Miller Company Announces Appointments

MERIDEN, CONN. — L. M. Grawemeyer, vice president in charge of sales, The Miller Co., has announced the following appointments.

Richard J. Slattery is sales representative for the illuminating division in the Iowa-Nebraska territory. Prior to joining the company, Mr. Slattery was a sales representative for the General Electric Supply Co., St. Paul, Minn.

William J. Byrne is sales representative for the Upper New York state territory. Prior to joining The Miller Co., Mr. Byrne was a sales representative for the Smithcraft Lighting division.

Richard G. Vacca is sales representative for the Chicago area. Mr. Vacca had been with Sylvania Electric Products Inc., in Chicago and in St. Louis-Kansas City areas.

Paul A. Crick is sales representative for the company in the North Texas area. Prior to joining The Miller Co., he was southwest district manager for the General Electric Co.

# Profit

## from these selling features of

## PORTER
### VINYL *Electrical* TAPE

**PORTER VINYL ELECTRICAL TAPE #107**
.008 mils thick
¾" x 66' roll in metal can,
108 rolls per case.
¾" x 30' roll, 5 rolls per dispenser,
100 rolls per case.
Also in 36 yd. rolls in widths
from ¼" to 3".

**PORTER VINYL ELECTRICAL TAPE #110**
.010 mils thick
In 36 yard rolls,
¼" through 2" wide.
Also in widths to
individual specifications.
In cartons, 100 rolls
per shipping case.

- **HIGH DIELECTRIC STRENGTH**
  Porter vinyl electrical tapes withstand high voltages without breaking down. No. 107 has 10,000 volts minimum resistance. No. 110, 13,000 volts minimum resistance.
- **SAVES TIME**
  Quicker than friction and rubber combinations. This vinyl tape does the job of both—in one operation.
- **MAKES NEATER JOBS**
  Less bulky for use in terminal boxes and other confined spaces. Wraps neatly on cable, wire, harness, etc. Adheres readily and contours easily.
- **LONG LASTING**
  Resistant to abrasion, water, acids, alkalies and corrosion. Withstands humidity, high temperatures and air exposure without losing adhesion.

For steady, repeat business, Porter Vinyl Electrical Tape belongs on *your* shelves. Ideal for use on mass assembly of electrical parts, junction boxes, switchboards, electrical motors and fixtures. For extra sales, suggest Porter Vinyl Electrical Tape as essential insulation to every purchaser of electrical tools.
Write for detailed information.

HKP
H. K. PORTER COMPANY, INC.

**QUAKER RUBBER DIVISION**
PHILADELPHIA 24, PA. • SAN FRANCISCO 7, CALIFORNIA
**H. K. PORTER COMPANY, INC.**

# WHOLESALE PRICE INDEX

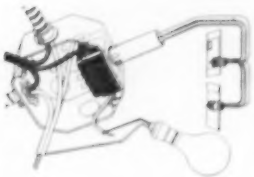
| Product (1947-49=100) | Apr. 1956 | Mar. 1956 | % Change | Apr. 1955 | % Change |
|---|---|---|---|---|---|
| 1. Copper Wire, bare | 193.7 | 193.7 | 0.0 | 155.3 | 24.7 |
| 2. Building Wire, type R | 165.7 | 160.0 | 3.6 | 115.7 | 43.2 |
| 3. Non-metallic Sheathed Cable | 111.2 | 115.1 | 3.4 | 95.8 | 16.1 |
| 4. Varnished Cambric Cable | 174.3 | 173.0 | 7.5 | 149.4 | 16.7 |
| 5. Flexible Cord type SJ | 149.2 | 145.7 | 2.4 | 115.4 | 29.3 |
| 6. Lighting Panelboard, fuse type | 118.6 | 118.6 | 0.0 | 115.4 | 2.8 |
| 7. Lighting Panelboard, circuit breaker type | 125.7 | 125.7 | 0.0 | 122.4 | 2.7 |
| 8. Safety Switch, 2 pole, type A, 250-volts | 153.7 | 153.7 | 0.0 | 145.7 | 5.5 |
| 9. Safety Switch, 3 pole, type C, 575 volts | 155.9 | 155.9 | 0.0 | 140.2 | 11.2 |
| 10. Air circuit breaker, 250 volts | 156.2 | 151.2 | 3.3 | 142.3 | 9.8 |
| 11. Power Panel, fuse type, 250 volts | 133.5 | 133.5 | 0.0 | 120.3 | 11.0 |
| 12. Power Panel, circuit breaker type | 139.2 | 139.2 | 0.0 | 127.5 | 9.2 |
| 13. Motor Control, a.c., 25-30 hp., 400-440 volts, combination starting switch | 157.9 | 157.9 | 0.0 | 145.6 | 8.4 |
| 14. Motor Control, a.c., 25-30 hp., 220 volts | 151.8 | 151.8 | 0.0 | 137.4 | 10.5 |
| 15. Motor Control, a.c., 50 hp., 440 volts | 160.8 | 160.8 | 0.0 | 146.5 | 9.8 |
| 16. Motor Control, a.c., 75 hp., 440 volts | 152.6 | 152.6 | 0.0 | 138.1 | 10.5 |
| 17. Motor Control, d.c., 110 hp., 239 volts | 169.4 | 169.4 | 0.0 | 153.2 | 10.6 |
| 18. Renewable Cartridge Fuse, 250 volts | 126.0 | 126.0 | 0.0 | 110.4 | 14.1 |
| 19. Non-renewable Cartridge Fuse, 600 volts | 127.9 | 127.9 | 0.0 | 115.6 | 10.6 |
| 20. Plug Fuse, 125 volts, non-renewable | 111.4 | 111.4 | 0.0 | 102.5 | 8.7 |
| 21. Motor, d.c., 1/6 hp., 115 volts | 156.4 | 156.4 | 0.0 | 141.4 | 10.6 |
| 22. Motor, a.c., 1/4 hp., 110-115 volts | 106.3 | 106.3 | 0.0 | 107.2 | —0.8 |
| 23. Motor, a.c., 1/2 hp., 220-240 volts | 111.8 | 111.8 | 0.0 | 109.6 | 2.0 |
| 24. Motor, a.c., polyphase, induction, 3 hp., open sleeve bearing | 130.2 | 125.9 | 3.4 | 118.8 | 9.6 |
| 25. Motor, a.c., polyphase, induction, 3 hp., ball bearing | 131.3 | 126.4 | 3.9 | 124.8 | 5.2 |
| 26. Motor, a.c., polyphase, induction, 10 hp., open sleeve bearing | 145.8 | 134.8 | 8.2 | 123.8 | 17.8 |
| 27. Motor, a.c., polyphase, induction, 10 hp., ball bearing | 138.5 | 133.2 | 4.0 | 127.8 | 8.4 |
| 28. Motor, d.c., 5 hp. | 171.8 | 163.2 | 5.3 | 141.6 | 21.3 |
| 29. Fan, under 12 inches | 112.4 | 112.4 | 0.0 | 113.0 | —0.5 |
| 30. Fan, propeller type, 24-30 in. wheel diameter, direct connected | 155.9 | 155.9 | 0.0 | 143.3 | 8.8 |
| 31. Drill, production line, 1/4 in. | 120.9 | 120.9 | 0.0 | 115.6 | 4.6 |
| 32. Drill, production line, 1/2 in. | 116.3 | 116.3 | 0.0 | 111.5 | 4.3 |
| 33. Saw, production line, 6-8 in. | 103.1 | 103.1 | 0.0 | 100.6 | 2.5 |
| 34. Pliers, 6-in., long nose | 178.2 | 178.2 | 0.0 | 164.1 | 8.6 |
| 35. Lamp, 60-watt, 110, 115, 120 and 125 volts. Inside-frosted | 147.2 | 147.2 | 0.0 | 147.2 | 0.0 |
| 36. Distribution Transformer, 15 kva. | 130.5 | 130.5 | 0.0 | 130.5 | 0.0 |
| 37. Distribution Transformer, 45-50 kva. | 122.4 | 122.4 | 0.0 | 122.4 | 0.0 |
| 38. Dry Type Transformer, 15 kva. | 136.8 | 136.8 | 0.0 | 122.9 | 11.3 |
| 39. Dry Cell Battery, flashlight, type D | 149.3 | 149.3 | 0.0 | 149.3 | 0.0 |
| 40. Dry Cell Battery, portable radio "B" pack 67 1/2 volts | 136.4 | 136.4 | 0.0 | 123.4 | 10.5 |
| 41. Dry Cell Battery, general purpose, No. 6 type 1 1/2 volts | 152.3 | 152.3 | 0.0 | 140.1 | 8.7 |
| 42. Voltmeter, portable type, 3 1/2-6 1/2 inches, 0.-300 volts | 178.6 | 178.6 | 0.0 | 164.8 | 8.4 |
| 43. Ammeter, portable type, 4-6 1/2 inches | 169.9 | 169.9 | 0.0 | 157.5 | 7.9 |
| 44. Watt-meter, for instrument transformer, 100-150 volts | 151.2 | 151.2 | 0.0 | 138.1 | 9.5 |
| 45. Toaster, automatic, "pop-up" | 97.5 | 98.9 | —1.4 | 107.3 | —9.1 |
| 46. Iron, under 4 pounds | 98.2 | 98.2 | 0.0 | n.a. | 0.0 |
| 47. Cooking range, standard size | 101.5 | 100.6 | 0.9 | 101.5 | 0.0 |
| 48. Washing Machine, non-automatic, wringer type | 108.6 | 108.6 | 0.0 | 106.5 | 2.0 |
| 49. Washing Machine, automatic | 100.4 | 100.4 | 0.0 | 100.3 | 1.0 |
| 50. Ironer, table model | 117.4 | 117.4 | 0.0 | 115.5 | 1.6 |
| 51. Ironer, portable model | 113.8 | 113.8 | 0.0 | 111.3 | 2.3 |
| 52. Vacuum Cleaner, upright | 109.7 | 108.4 | 1.2 | 109.3 | 0.4 |
| 53. Vacuum Cleaner, tank | 104.3 | 104.3 | 0.0 | 107.6 | 3.1 |
| 54. Refrigerator, capacity 7.4-9.5 cubic feet and over | 97.9 | 97.9 | 0.0 | 104.0 | 5.9 |
| 55. Home Freezer Chest, 8-12.4 cubic feet | 95.8 | 95.8 | 0.0 | 98.9 | —3.1 |
| 56. Water Heater, 52 gallon tank, 230 volts a.c. | 106.4 | 106.4 | 0.0 | 104.7 | 1.6 |
| 57. Radio, table model | 85.9 | 85.9 | 0.0 | 86.9 | —1.1 |
| 58. Radio, console model, radio-phonograph combination | 98.6 | 98.6 | 0.0 | 97.8 | 0.8 |
| 59. Radio, portable model | 89.6 | 89.6 | 0.0 | 88.3 | 1.5 |
| 60. Television, table model | 68.2 | 68.6 | —0.6 | 68.3 | 0.2 |
| 61. Television, console model | 69.6 | 70.2 | —0.9 | 68.6 | 1.5 |
| 62. Radio-television-phonograph combination | 75.9 | 75.9 | 0.0 | 73.5 | 3.3 |

All % changes are increases. Decreases are indicated by minus sign.

*Source: Bureau of Labor Statistics*

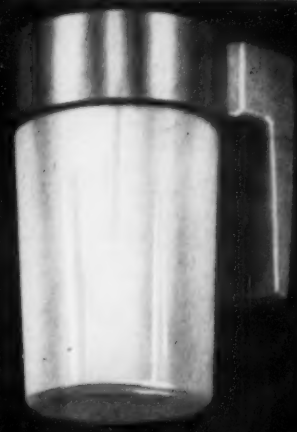
# TRY THIS REMCON EIGHT WORD SALES-STARTER:

"Install three-way switching in half the time."



REMCON simplified low-voltage switching means up to 40% more profit for the contractor on 3-way and 4-way switching. Once an electrician sees how easy it is to match the 3 wires of each silent switch to the 3 wires of the REMCON relay, you're on the way to years of profitable REMCON sales. He'll want REMCON for everything from 3-way switching to complete basement-to-attic remote control installations and remember – a REMCON-minded contractor means more business for you. REMCON DIVISION, Pyramid Instrument Corporation, Lynbrook, New York.

design by mc Philben



A Vapor-Tight Wall Bracket

dynamically new . . . obsoletes all old wall brackets!

**A modern building with yesterday's fixtures is like a lovely woman wearing last year's hat. McPhilben's new multi-use wall bracket the '43-40 series is beautifully honest in design . . . of rugged, no maintenance-needed, die cast aluminum vaportight, versatile and competitively priced.**

APPLICATIONS: Stair landings, Corridors, Lavatories and Entrances, Schools, Hospitals, Office buildings and Housing.

SPECIFICATIONS: 43-40 VT, die cast aluminum, satin finish anodized, quickly mounts to 4" cast iron junction box . . . for indoor application suitable for standard outlet box.

WATTAGE: Maximum 100 watt — Globe: Threaded opal with gasket. Write for Data Sheet on complete VAPORTIGHT SERIES.

**DIE CAST PROTECTIVE GUARD AVAILABLE (43-44VT)** for locations where protection against theft and vandalism is essential. Also available as a ceiling fixture.

1335 Willoughby Avenue, Brooklyn 37, N. Y.

CONSULT mcPhilben Lighting SPECIFY

Representatives in major cities
Stocked By Electrical Wholesalers

## Electric Housewares Promotion Contest For Electrical Leagues

NEW YORK, N. Y.—"In recognition of the key role played by the electrical leagues in spearheading promotions of electric housewares, the electric housewares section of the National Electrical Manufacturers Assn. is again sponsoring its annual contest to find the league making the most outstanding contribution to the industry gift campaign."

This announcement was made recently by E. J. McGinnis, president, International Association of Electrical Leagues and business manager, Cincinnati Electrical Association.

The Electric Housewares Industry Plaque Award for the most thorough program—best implementing the national campaign—will be presented during the annual convention of the I.A.E.L., October 3-6, at Detroit's Sheraton-Cadillac Hotel.

Contest entries may take any of a number of forms. It can be a simple letter, describing how the electrical league is coordinating its promotions with the industry the year round, a continuing campaign to sell electric housewares as preferred gifts for all occasions and as preferred items for every household. To illustrate their entries, leagues may submit programs, tear sheets of advertisements, photographs of displays, and any other material showing their promotion of the industry theme—"Be Modern-Give Electric Housewares—Be Modern-Choose Electric Housewares."

## The Boss May Be Loafing, Too

Management seems to be about as guilty of "featherbedding" as labor!

According to the American Institute of Management—a non-profit foundation that examines management problems—nine of ten companies suffer from "featherbedding" by bosses. Up to the present time the practice has generally been associated with organized and unorganized labor. The Institute's membership includes business organizations of all sizes.

"Featherbedding" can mean: receiving pay for unnecessary or duplicate functions; three men doing the job of two; "soldiering on the job" or made-work.

The management organization studied 23,000 companies. It is said to have found that only 10 per cent could be called completely free from "featherbedding." The same proportion holds, according to the Institute, in trade associations and non-profit foundations also studied.

Here are a couple of the typical examples of featherbedding cited. A recent merger of two banks left four vice presidents without specific responsibilities. One concern hired a new sales manager who failed to get along with other department heads. He now occupies a "made work" post.

Another portion of the report points up the practice of some companies in hoarding unused engineers merely to prevent their competitors from using their skills.

**OPEN HOUSE** at Jno. E. Graybill & Co., finds customers pleased after salesman-conducted tour through the new four-story plant of the York, Pa., electrical distributor. A total of 325 visitors took advantage of Graybill's invitation to inspect the offices, counter, display rooms and 75,000-sq. ft. of warehouse space. (EW—May, '56, p. 82.)

WRITE TODAY
For Full Information

Warehouses Throughout the Country.

Representatives
in Principal Cities

Clifton
CONDUIT CORPORATION

MAIN OFFICE
75 Montgomery St.
Jersey City 2, N. J.
FACTORIES
BALTIMORE, Maryland
MEMPHIS, Tennessee

WIRE — CABLE — RIGID CONDUIT — ELECTRIC METALLIC TUBING — CLIFTALL UF

## BUSINESS PLANS . . .

*Continued from page 117*

The railroad industry plans an increase of over 60 per cent in 1956, to $1.5 billion. This industry has shown wide variations in capital spending from year to year. The shortage of steel may cause some of this investment to be postponed until 1957.

Other transportation and communications facilities expenditures are highlighted by a record expansion in the telephone and telegraph industry. The airlines are scheduling a large increase in expenditures for 1957-59, when large scale deliveries of jet aircraft will begin.

• **Electric Utilities**—In addition to a sharp increase in generating capacity to meet rising power demand, the electric utility companies are spending much larger sums than in former years. They already plan to increase their expenditures through 1957 and to spend almost as much in 1958 and 1959. Much of the money will be spent on transmission and distribution lines.

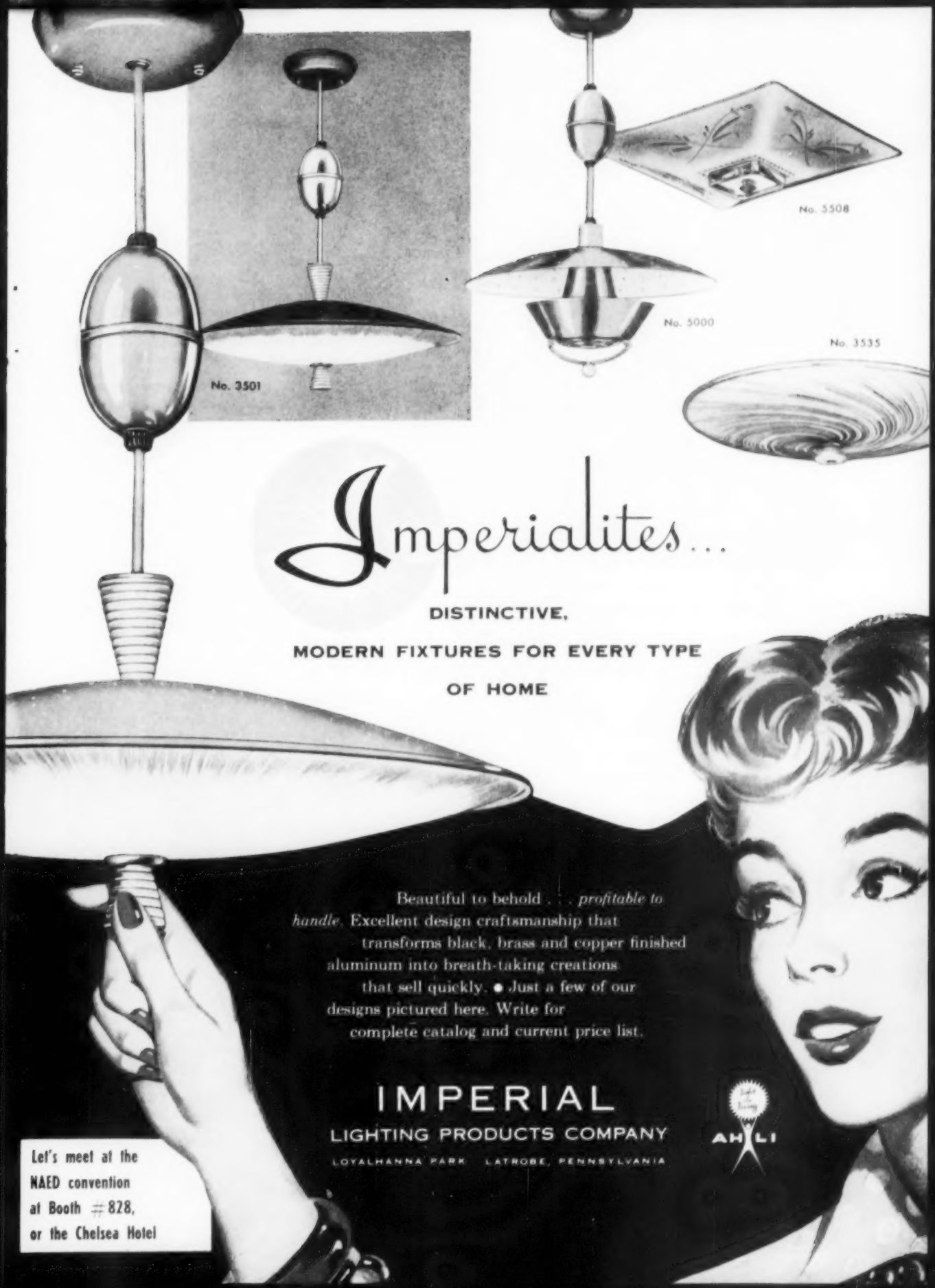
The great strength in the utility field is important in the long-range outlook for total capital spending. Because of the long time required to manufacture electric generating equipment, in particular, these programs are starting up more slowly than expenditures in manufacturing and will be complete later.

The continuing upswing in commercial building reflects increased construction of new shopping centers, other stores and service establishments and commercial warehouses—as well as a very high level of office building.

• **New Capacity**—The McGraw-Hill Department of Economics survey shows that at the end of 1955, the total capacity of the U. S. manufacturing industries was 40 per cent greater than at the end of 1950. And the total increase will reach 51 per cent by the end of this year. Even so, most industries were operating close to 100 per cent capacity at the end of 1955. The preferred operating rate, in most industries, is under 90 per cent, however. Their plans now call for an increase of 8 per cent in manufacturing capacity this year—and 18 per cent in the three years 1957-59.

If these plans are carried out, manufacturing capacity will increase about 26 per cent altogether during 1956-59, compared to the 24 per cent increase in total manufacturers' sales anticipated in this survey.

The largest capacity increases planned for 1956-1959 are in the chemical and related industries (including paper, rubber, stone, clay and glass products). In these lines, the planned expansion ranges from 18 per


No. 3501
No. 5508
No. 5000
No. 3535
Imperialites...
DISTINCTIVE,
MODERN FIXTURES FOR EVERY TYPE
OF HOME
Beautiful to behold . . . *profitable to handle*. Excellent design craftsmanship that transforms black, brass and copper finished aluminum into breath-taking creations that sell quickly. ● Just a few of our designs pictured here. Write for complete catalog and current price list.
IMPERIAL
LIGHTING PRODUCTS COMPANY
LOYALHANNA PARK LATROBE, PENNSYLVANIA
AHLI
Let's meet at the NAED convention at Booth #828, or the Chelsea Hotel

QST-91 SHOWN ACTUAL SIZE $1\frac{1}{2}''$ X $\frac{15}{16}''$ X $\frac{59}{64}''$

Listed as Standard by Underwriters' Laboratories — Meets Federal Spec. WS-893

ARROW AH HART

**20 AMPERE**

**INTERCHANGEABLE**

*Quiette* **SWITCH**

120-277 VOLTS A-C ONLY

**Quiet, safe, mechanical operation for both incandescent and fluorescent lights.**

Here's a shallow switch that you'll agree is made-to-order for today's thin-wall construction and correspondingly shallow wall boxes. *The A-H Interchangeable Quiette Switch — smallest di*

**ARROW-HART DISTRIBUTORS NOTE: This is another first only YOU can offer the Electrical Trade**

With the exception of the note, this ad appears in national trade publications.

*Send for new folder (Form A-198) "A-H Quiette Switches Meet Every Lighting Requirement."*

ARROW AH HART

*Wiring Device Division*

THE ARROW-HART & HEGEMAN ELECTRIC CO.

103 Hawthorn Street, Hartford 6, Connecticut

*Offices and Sales Engineers in Principal Cities*

*Quality* WIRING DEVICES • MOTOR CONTROLS • ENCLOSED SWITCHES • APPLIANCE SWITCHES

cent to 29 per cent. The chemical industry itself (29 per cent) tops all others—with nonferrous metals (28 per cent) a close second. The steel and metal working industries (including autos and machinery) plan capacity increases of 17 per cent to 20 per cent during these four years. Petroleum refiners and food processors both intend to boost capacity 11 per cent. The result of these increases will be to keep capacity in line with rising sales, even if sales hit new peaks.

• **Buildings, Equipment** — Manufacturing companies plan to put 29 per cent of their total capital expenditures into new construction and 71 per cent into new equipment in 1956. This is about the same division as in previous years.

Manufacturing industries continue to base their plans for capital expenditures on the expectation of strong growth in sales during the years ahead. In general, companies tend to forecast greater sales growth for their own products than they would expect for the entire industry. But even allowing this, the sales targets indicate confidence in a growing economy in the four years ahead. The capital goods industries—machinery, electrical machinery, transportation equipment—expect the greatest increase in sales of any group during 1956. And—in line with advance plans for capital spending — they foresee only moderate tapering off in this rate of growth during 1957-59. It is interesting to note that the expected sales increase for capital goods for 1956 is about 1 per cent, in physical volume, compared with reported plans for a 30 per cent increase in the dollar volume of capital spending.

This suggests two possibilities: capital goods firms may not be able to deliver all the equipment people figure on getting; planned expenditures, in dollars, reflect a substantial increase in costs of construction and equipment over the past year—and perhaps some anticipation of further price increases.

Companies in almost every industry, except autos, and the related steel and rubber industries, expect to show 5 per cent or more growth in sales in 1956.

• **New Products**—The development of new products is one of the key factors in industry's plans to increase sales. According to the McGraw-Hill Department of Economics survey, manufacturing companies, as a group, expect 11 per cent of 1959 sales to be in products that were not made in 1955. And in a number of lines, where product development is planned well in advance, companies expect over 20 per cent of 1959 sales to be in products new since 1955. This is so for aviation products, instruments, and machinery — especially construction

**HAROLD KOCH**, president, Loeffler Electric Inc., Toledo, Ohio, reads citation from the Hoover Co., special products division. The award was for Loeffler's percentage of increased volume on vacuum cleaners during the last half of 1956. The prize was a trip to Europe. Mr. and Mrs. Koch left New York on May 6 and visited London, Paris, Zurich, Rome, Madrid and Lisbon.

machinery and office machinery. The chemical industry expects 15 per cent of 1959 sales to be in new products; the electrical machinery industry, 18 per cent.

Various companies report that new products depend on style trends and tend to be introduced so suddenly that forecasting is difficult—as in wearing apparel, packaged foods, drugs, tobacco products. In some branches of the chemical industry, product developments are equally hard to predict.

This rapid pace of new product development often calls for new capacity even when companies have adequate facilities to serve existing markets. Thus, 28 per cent of all manufacturing companies report that a significant share of their 1956 capital spending will be for facilities to make new products. And this percentage also seems likely to rise in future years, because of the increasing pace of research. The highest proportion of companies reporting significant capital investment to make new products occurs in chemicals, automobiles, rubber, electrical machinery, transportation equipment (including aircraft). In all these fields, new products account for a third or more of the 1956 capital investment.

The emphasis on new products means that industry is doing more than just expanding capacity in hopes of higher sales. It is creating new sales potential—and making obsolete a large share of its existing capacity by the introduction of products not on the market today.

• **Research**—This year's McGraw-Hill survey presents the first information ever compiled on plans for expenditures on research and development.

Research expenditures, by all business, in 1955 were nearly $5 billion. The largest expenditures were made


NEW

ARROW AH HART

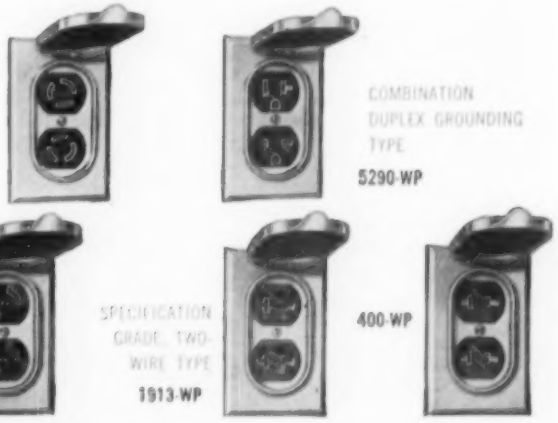
. . . the most COMPLETE LINE of DUPLEX WEATHERPROOF GROUNDING RECEPTACLES

5262WP
OPENED
CLOSED

Listed as Standard by Underwriters' Laboratories

A TYPE for *Every* APPLICATION

When installation will expose receptacles to weather, moisture, acid fumes, etc., Arrow-Hart's new line of quality duplex receptacles will fill the need . . . up to 20 types complete with unique weatherproof plates. Plate is cast aluminum with a spring lift-lid cover. A rubber gasket seals the cover when closed; a rubber mat under plate makes a weatherproof seal between box opening and building wall. Write for Catalog Data.



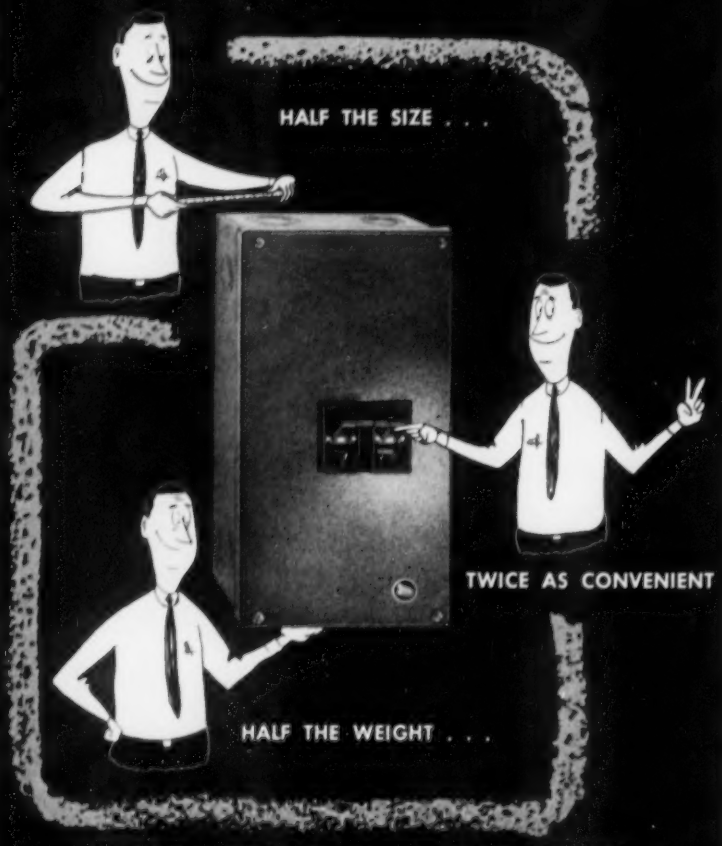

ARROW AH HART

*Wiring Device Division*
THE ARROW-HART & HEGEMAN ELECTRIC CO.
103 Hawthorn Street, Hartford 6, Connecticut
*Offices, Sales Engineers and Warehouses in Principal Cities*

Quality WIRING DEVICES • MOTOR CONTROLS • ENCLOSED SWITCHES • APPLIANCE SWITCHES

# the best circuit breaker safety switch costs no more

You would expect to pay *much* more for this Heinemann 100 Ampere Safety Switch.




It's easier to install, more convenient to use. After trouble is cleared from the line, a flip of the handle restores service instantly. There's no hunting for fuses . . . no waiting to reset. Heinemann circuit breakers operate hydraulic-magnetically . . . permit safe use of the full capacity of your wiring at any temperature, without de-rating or the extra cost of larger switches. Inverse time delay allows necessary starting currents, prevents false-alarm tripping.

It's less than half the size and half the weight of comparably rated fused switches.

Yet, with all this extra value, the Heinemann Safety Switch costs no more. For descriptive literature, request Bulletin 1411.

**ORDER NOW**

For 120/240 volts AC, 3 wire; 120 volts AC 2 wire, with insulated groundable neutral.
Cat. No. H-9002-70 enclosure with 70 amp. circuit breakers.
Cat. No. H-9002-100 enclosure with 100 amp. circuit breakers.

**HEINEMANN ELECTRIC COMPANY** *Circuit Breaker*
152 Plum Street, Trenton 2, N. J.


by the chemical, aircraft manufacturing, and the machinery (including electrical machinery) industries. Other large spenders were the oil industry, fabricated metal products and instrument companies.

However, the largest growth in research spending from 1955 to 1959 is planned by industries that were not among the major spenders last year; primary metals, non-electrical machinery and the automobile industry.

• **How Survey Was Made**—This survey is based on replies to a questionnaire received during the month of mid-April and early-May, and thus represents companies' thinking at that time of year.

Industrial companies reporting in the survey employ more than 50 per cent of all workers in the group of industries where capital investment is highest. This group includes, oil, utilities, railroads, chemicals, autos, steel and nonferrous metals. In industries where coverage is not so complete, companies are carefully selected to provide a representative cross-section of their industries. Companies included in the industrial sample employ a total of more than 7.5 million workers, about one-third of the total employment in all industry.

Commercial business — trade, finance, services—is the one major field of capital investment with a lower level of coverage. The sample in this field is made up primarily of large chain stores, mail order and department stores.

As a result of different classifications, most of the dollar investments estimates reported in the survey are not directly comparable with statistics of capital spending published by the U. S. Department of Commerce and the Securities and Exchange Commission.

## New Gesco Facility

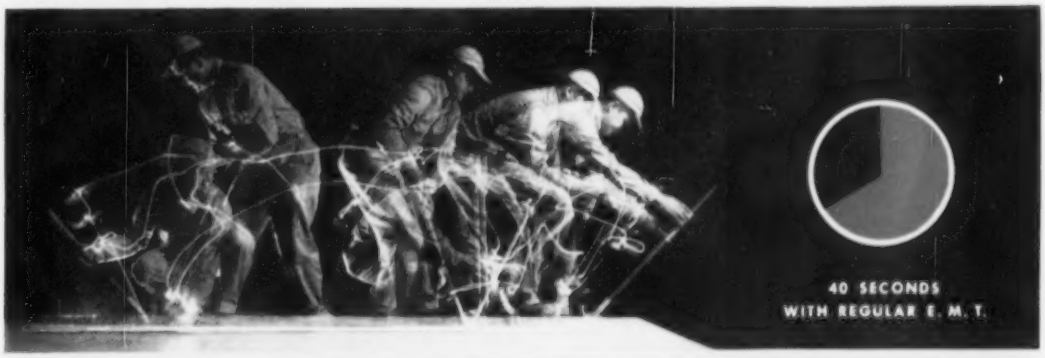
SAN ANTONIO, TEX.—A new office and warehouse for the General Electric Supply Co. in this city was opened recently at 1211 No. Hackberry St. The firm had been located at 1801 Broadway. T. C. Savage is sales manager, supplies and apparatus.

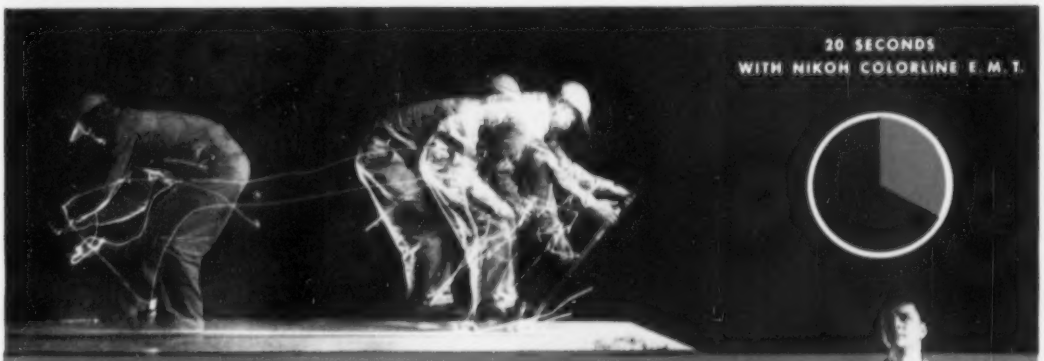
## Jersey League Convention Scheduled For October

TRENTON, N. J.—Plans are under way for the 20th Convention of the New Jersey Council of Electrical Leagues. The 1956 convention is to be held at The Ambassador Hotel, Atlantic City, N. J., October 12 and 13.

Cliff Justesen, chairman of this year's convention, and president, National Electric Co., Passaic, N. J., wholesalers, stated that the registration fee would be $15.

# NIKOH *colorline** E.M.T.




## HALF THE TIME ...*with colorline**

**easier...faster...always accurate...**

The above unretouched stroboscopic photographs trace the action of an electrician (pictured at right) making a box offset with a 24-inch 90° bend and a back-to-back bend.

With regular E.M.T. it took 40 seconds to make these bends (top photo). It took only 20 seconds with Nikoh Colorline E.M.T. (bottom photo) . . . *just half the time with Colorline.*

Nikoh Colorline raceway becomes traceway.* Four lines of the same bright color . . . red, yellow, blue, or black . . . spaced 90° apart and running the full length of the tube . . . enable accurate color-coding of raceway runs for easy identification.

Nikoh Colorline is highest quality E.M.T. . . . available in six sizes: ½", ¾", 1", 1¼", 1½" and 2". Write for complete details.

*Trademark of Nikoh Tube Co. (Colored lines running full length of tube)

THE FINEST NAME IN E.M.T.

NIKOH

**NIKOH TUBE COMPANY** 5000 S. WHIPPLE ST. CHICAGO 32, ILL. GROVEHILL 6-6500

This invitation is extended to *all* our distributor friends, who are cordially invited to visit us both in our conference booth at the Show and in our suite at the Ritz Carlton Hotel.

We look forward with pleasure to seeing you there.

• • •

Write for the new Wm. Penn Catalog illustrating complete line of fluorescent luminaires . . . for schools . . . stores . . . offices . . . showrooms . . . factories . . . garages.

ENGINEERED LIGHTING

**WM. PENN**

**FLUORESCENT LIGHT MFG. CO.**

**1429 S. 23RD ST., PHILA. 46, PA.**

## Drummond, Johns Promoted By Graybar

NEW YORK, N. Y.—J. E. Fontaine, Gulf Coast district manager of Graybar Electric Co., Inc., has announced the following promotions:

E. L. Drummond has been appointed manager at Graybar—Beaumont. He joined the company in 1946 as a selector in the Jackson, Miss., warehouse. In 1948 he was transferred to Beaumont, Tex., as warehouse foreman and in 1950 was assigned to Houston in the same capacity. After serving 3½ years as Houston warehouse superintendent, he was appointed office salesman. In 1955, Mr. Drummond was named supervisor of the Yale Street Contractor Store.

C. D. Johns has been appointed manager at Graybar—Baton Rouge.

Mr. Johns joined the company in 1945 at the Houston warehouse. He progressed to salesman, specialist, and in 1950 became manager, outside construction department. Three months later he was named manager, inside construction. Three years ago Mr. Johns was appointed manager, supply sales, the position he held until his recent appointment.

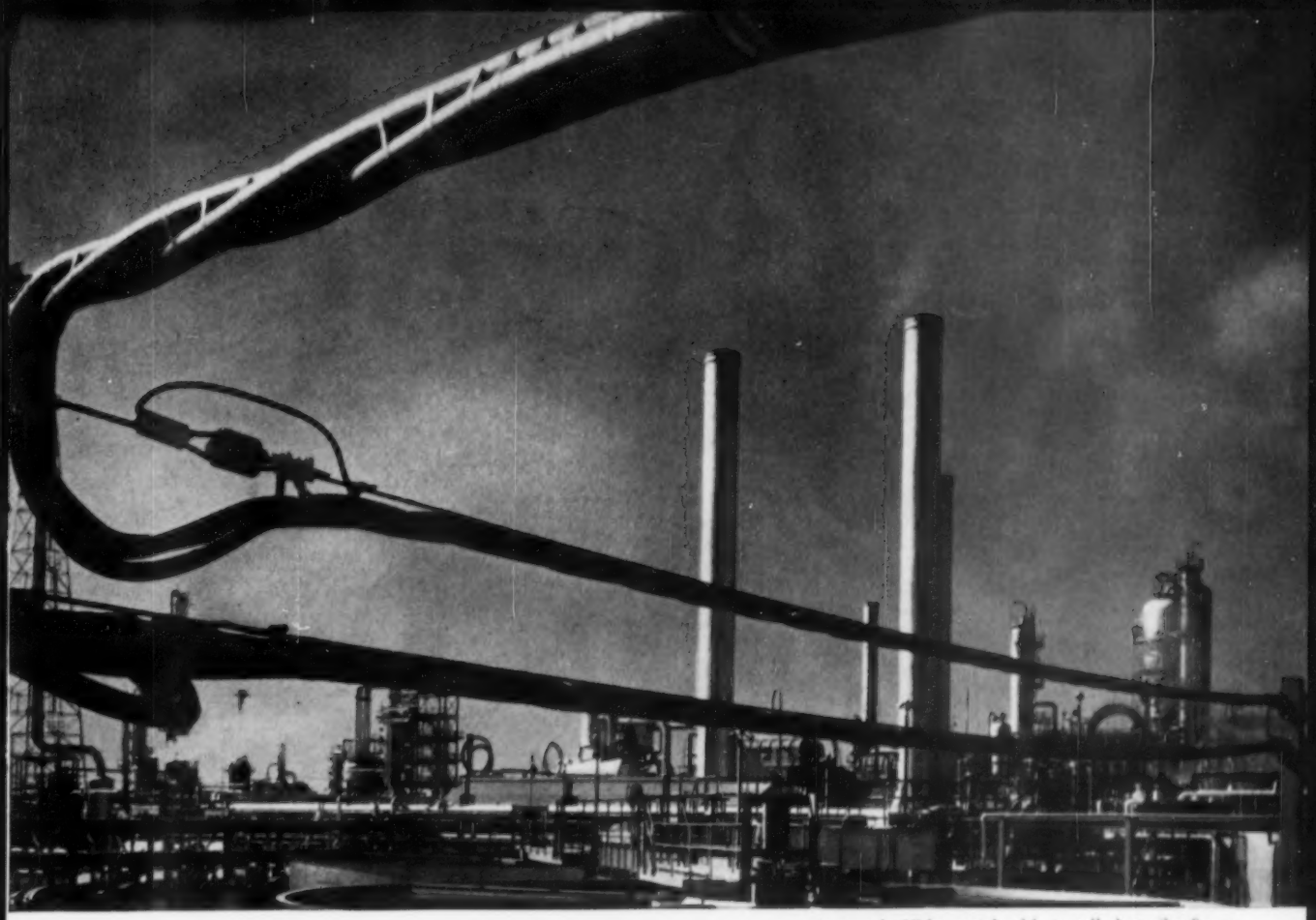
## Say Price Increases Deceive Distributors

NEW YORK, N. Y.—Price hikes have been tricking many industrial distributors into thinking they are doing a booming business, according to Industrial Distribution, McGraw-Hill publication.

Actually, just to keep even with the price increases and production growth, an industrial distributor should have more than doubled his dollar sales volume between 1947 and 1955—and many have not.

Physical output of U. S. industry swelled 39 per cent between 1947 and 1955. Dollar sales of representative distributors operating in 1947 rose 49.6 per cent by 1955, according to the magazine's surveys of the two years. But prices of items handled by industrial distributors soared 44 per cent in the same period. Thus, the physical volume of goods sold by these distributors remained practically unchanged. Two-thirds of those surveyed did not keep ahead of the price rise.

Industrial distributors are said not to be generally aware of how the 1947-1955 price rise has deceived them. The price rise has also increased their cost of doing business. While their gross profit or margin remained practically the same in 1947 and 1955, their net profit after taxes slid from 3.72 per cent to 1.16 per cent. In other words, the industrial distributor today is paying a lot more to do no more business physically than he did nine years ago.



Anaconda 15 kv aerial cable installed at oil refinery.

# New high-voltage cable cracks the ozone barrier

**SAMPLES** of Type AB insulated cable bent in small circles are placed in ozone chamber for ozone-resistance test.

## Butyl insulation in Anaconda Cable exceeds ozone-resistance test requirements by 2400%

Under high electric stress, minute particles of air break down, form corona. This generates ozone which may combine with the rubber hydrocarbon of the insulation. Without superior ozone resistance, the insulation fails.

**But now you can get extra protection** against ozone—and ozone damage—with Anaconda Type AB butyl-insulated cable. This insulation is compounded for *inherent* ozone resistance along with other desirable properties.

In standard ozone-chamber test, Type AB insulation (after aging) shows no injury after 72 hours in 0.025-0.030% ozone concentration . . . 24 times longer than required by oil base and butyl specifications.

**New Engineering Bulletin EB-27** gives full details on performance of Type AB insulation in 15 Industry Specification Tests. See the Man from Anaconda or write: Anaconda Wire & Cable Co., 25 Broadway, New York 4, N. Y. 5899

**SEE THE MAN FROM ANACONDA®**

**pioneer in BUTYL INSULATION**

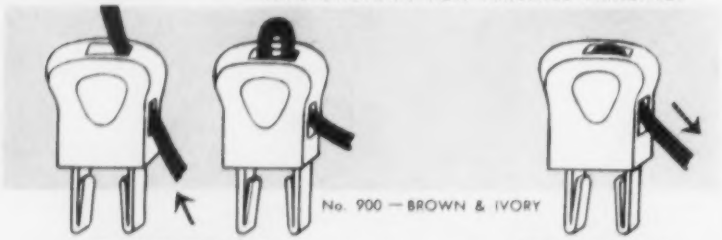
INTRODUCING

THE WORLD'S SIMPLEST PLUG!

N·O M·O·V·I·N·G P·A·R·T·S

*The New* EAGLE "JIFFY PUSH-PULL" PLUG

REVOLUTIONARY NEW PATENTED PRINCIPLE!

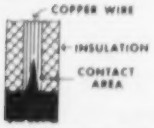



PUSH . . . . . PULL

Cord is pushed through one slot and into the other

and then pulled tightly, . . . that's all.

HERE'S HOW THE "JIFFY PUSH-PULL" PLUG GIVES 8 TIMES THE CONTACT AREA!




THE PATENTED EAGLE PRINCIPLE—A metal wedge 3/16" long enters directly into the cord end without piercing any insulation. Thus the contact wedge is completely surrounded by copper wire for its entire length!

THE COMMON PRINCIPLE — In other plugs contact is made by a thin metal point first piercing the insulation and then depending upon this point to make precarious contact with the copper strands inside.

*Additional* EAGLE "JIFFY" PLUG FEATURES

- ☆ WIRED IN 5 SECONDS and makes perfect contact
- ☆ NO TOOLS . . . NO STRIPPING . . . NO SLITTING
- ☆ NO MOVING PARTS—Just 2 brass blades held permanently between 2 Bakelite casings
- ☆ CORD COMES FROM SIDE OF PLUG where it should be so it lies close to wall and out of the way
- ☆ Has excellent finger grips for disconnecting or inserting in wall outlet and also has spring prongs which makes better contact even in worn out receptacles
- ☆ Listed by Underwriters' Laboratories
- ☆ INDIVIDUALLY CARDED

Attractive display carton holds 25 individually carded plugs with instructions on each card.

Colorful display card with instructions holds 25 Eagle PUSH-PULL Plugs.

See your Eagle representative for samples and full information or write us direct.

SOLD THROUGH WHOLESALERS ONLY

Warehouses: Chicago, Los Angeles, San Francisco, Portland, Oregon.

EAGLE ELECTRIC MANUFACTURING CO., INC.
LONG ISLAND CITY 1 • NEW YORK

*"Perfection is not an Accident"*


## Comstock and Wilson Elected To Acme Posts

CUBA, N. Y.—James A. Comstock, who went to work for Acme Electric Corp. 26 years ago as chief engineer,

William E. Wilson

has been elected to chairman of the board of directors. He had been president of the company.

The newly elected president of the company is William E. Wilson, who joined the firm in 1945 as sales manager. He has served as vice president in charge of sales and executive vice president.

## Unemployment Is Down; Watch New Bank Rate

WASHINGTON, D. C.—The number of employed workers in the country at the end of April was 64 million. This is the highest figure for any April in history.

The number of jobless declined by more than 300,000, to a total of 2,500,000.

These figures, though unofficial, were supplied by government experts following a news conference with Secretary of Commerce Sinclair Weeks.

The highest employment level in the nation's history, came last August when 65 million persons were working.

Secretary Weeks predicted that the second quarter of the year—which ends June 31—would at least equal the high business activity levels attained in the first quarter. Despite "spotty situations" the secretary said he felt optimistic about business and employment.

Many public and private officials have been voicing "uneasiness" over the April 13th action of the Federal Reserve Board in raising discount rates. These are rates at which banks may borrow funds from members of the Federal Reserve System.

It is generally conceded that "the tight money situation may prove to be a handicap" in business expansion and sales.

The Secretary of Labor, James P. Mitchell, has expressed the feeling that the raise in discount rates may not have been necessary in the first place. He sees no threat of inflation.

# THE TRUNK PRICE BUREAU

***Salesman's Dilemma . . .*** How to keep track of the constantly changing prices of the electrical materials he has for sale—and still have time for selling.

***Management's Dilemma . . .*** How to provide salesmen (at the counter too) with accurate price change information rapidly, in usable form —and at reasonable expense.

***Solution . . .***

## NATIONAL PRICE SERVICE

***NEW . . .*** **"Distributor's Guide"** ***published by***

**HENDERSON-HAZEL CORPORATION**

**13601 Euclid Avenue . . . . . Cleveland 12, Ohio**

***Visit Jack Dalton***
**SHELBURNE HOTEL**
**Atlantic City, New Jersey**
**N.A.E.D. Convention**
**June 10-14, 1956**
*(There weren't enough conference booths to go around!)*
**OR INQUIRE:** →

**National Price Service, Dept. B-66**
13601 Euclid Avenue, Cleveland 12, Ohio
Please send complete details about your service immediately and without obligation to:

Name

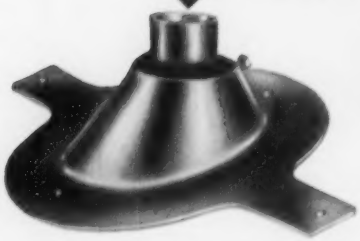
Company

Address

City Zone State

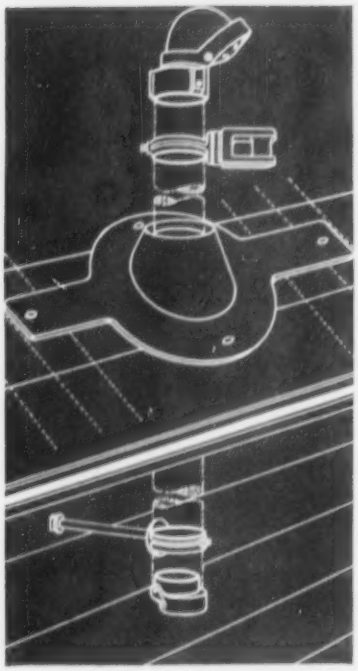
## M&W Entrance Mast Kits include

# *New* combination roof plate and flashing



### ONE-PIECE Fitting assures faster, better installations

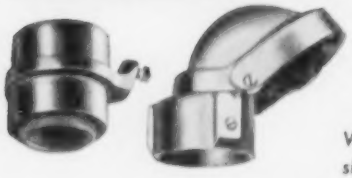
*This new-improved plate, which supports pipe at highest point above flashing, reduces lever action and permits greater strain load without bending mast. Withstands up to 2500 lb. pull in actual tests.*



Cut service installation time with M&W's new improved mast kit fittings. The combination, one-piece-cast roof plate and flashing completely eliminates separate collar and flashing operations. Lag-screw to roof and a weathertight compound seal are the only steps needed to complete an easy installation that adds extra rigidity and time-savings.

. . . And you save *even more* . . . with the new M&W Combination Service Entrance Head and Slip-fitter. Installs in seconds! Just slip the fitting onto the unthreaded conduit. Tighten the set-screws. That's all! No thread cutting; no separate parts to juggle. What's more, you make a simple, neat, dependable one-piece installation—all in a jiffy.

Start saving now . . . use M&W Mast Kits for *every* entrance installation. All fittings are available as separate fittings or in kit form, for 2" or 2½" conduit and pipe ring or strap and lag screw installations.



*Write today for details and latest catalog showing the complete line of M&W Fittings.*

M&W Electrical Fittings
The M. & W. ELECTRIC MFG. CO., Inc.
EAST PALESTINE, OHIO


## Anderson Brass Is Now Anderson Electric Corp.

BIRMINGHAM, ALA.—President R. E. Schuler has announced the change in corporate name of the Anderson Brass Works, Inc., to Anderson Electric Corporation.

"Our new name," says Mr. Schuler, "will more closely identify us with the industry we serve and at the same time will be more descriptive of the product we manufacture. The switch from the major emphasis on bronze to a more aluminum-bronze product lent weight in making our decision."

## Bryant Electric Reveals Expansion Program

DANIELSON, CONN.—The Bryant Electric Co. has revealed major expansion plans which include the establishment of new completely integrated plant facilities, near this city, for the manufacture of electrical wiring and switching devices and appliance controls.

Bryant Electric Co. is a wholly-owned subsidiary of the Westinghouse Electric Corp. The firm's headquarters is in Bridgeport where it operates two plants.

## Merchandising Campaign Underway At Edwards

NORWALK, CONN. — An intensive 1956 campaign to merchandise modern door chimes, as a part of current modernization trends for existing and new homes, has been initiated by the Edwards Co., Inc., according to Robert L. Kempton, assistant general sales manager.

The 1956 merchandising program has been designed to increase sales of modern door chimes, as a replacement for ordinary bells and obsolete chimes in existing homes, and as a sales promotion feature in the sale of new homes.

The program includes merchandising campaigns aimed at several levels.

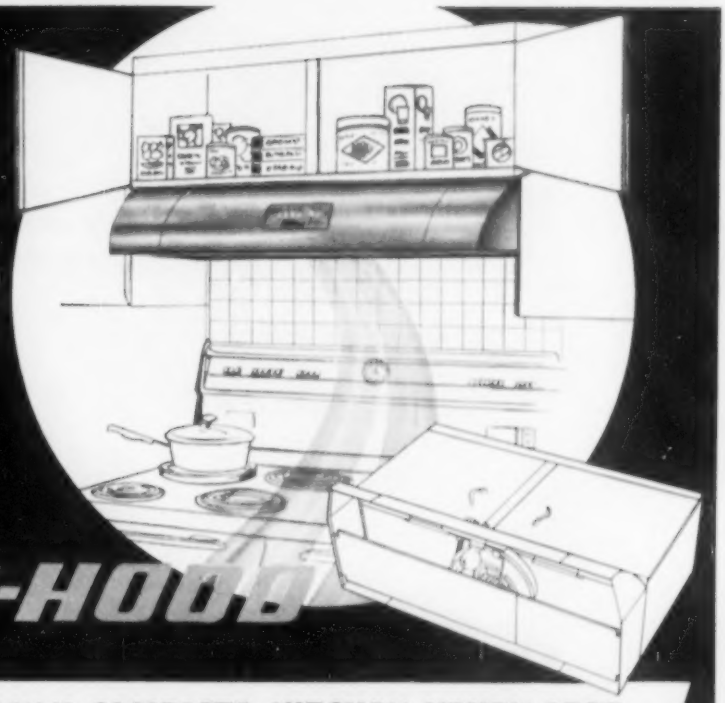
Presentation of the four high-impact dealer campaigns will be made by distributor salesmen with a complete kit package. They will have an opportunity to win scores of valuable prizes which will be awarded as a part of an incentive program. The program started April 16 and runs through July 15.

"The distributor salesman's incentive program," Mr. Kempton explained, "has been designed to assure maximum support of the Edwards '1956 Chime Merchandising Program' and to emphasize the theme, 'Your Sound Investment for '56 for homes, electrical dealers and new home builders.'"

# It Pays... 4 Ways

to feature the

# FASCO POWER-HOOD



## THE ONLY COMPLETE KITCHEN VENTILATOR THAT'S ALL-IN-ONE-HOOD

### Hood Adjusts to Fit Any Space 30" to 42"

**1 More Efficient... Service-Free-Operation**

Unique, self-contained snap-in ventilator incorporates Fasco's exclusive high efficiency turbo radial impeller wheel . . . *Delivers greater air volume* with *less noise* than conventional blower-wheel . . . 3 speeds. Ultra high capable of summer cooling.

**2 Slashes Installation Costs—**

Power-Hood comes pre-wired . . . Installs with just one duct opening and 6 sheet metal screws . . . absolutely no *cabinet cutting* . . . Ingenious design enables shifting of ventilator to avoid studs . . . allows perfect fit to non-plumb installations where walls or cabinets are not square.

**3 Saves 66⅔% on Inventory, Storage, Investment Costs—**

One Power-Hood adjusts to fit every requirement from 30" to 42" . . . cuts your inventory ⅔ . . . reduces warehouse space 70% over fixed-length hoods.

**4 Easy-To-Sell Consumer Features**

The only ventilator that takes absolutely no valuable cabinet space. Push-button operation of 3 speeds and underhood light. Modern curved contour hood design. Removable grease tray.

**IT PAYS ALWAYS to**

FEATURE the Complete FASCO Line

- Outside Wall Ventilating Fans
- Ceil-N-Wall Fans
- Adjust-O-Hoods (One hood adjusts from 30" to 42")

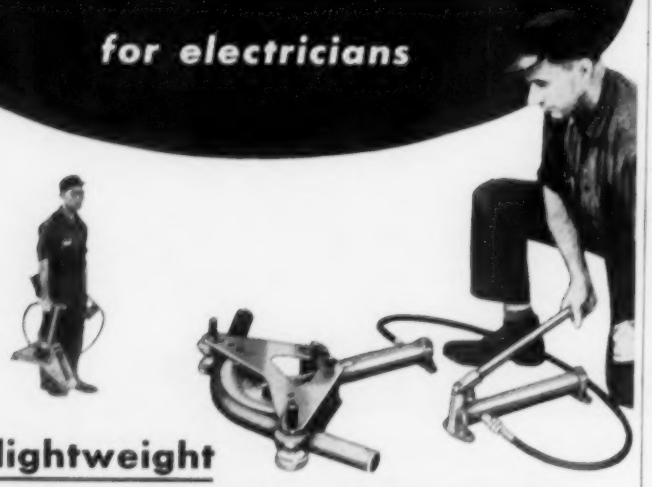
**AND POWER-HOOD IS PRE-SOLD TO CONSUMERS AND BUILDERS WITH FASCO ADS IN:**

- HOME MODERNIZING
- AMERICAN BUILDER
- HOUSE & HOME
- PRACTICAL BUILDER
- NAHB CORRELATOR
- HOUSE BEAUTIFUL BLDG. MANUAL

WRITE FOR COMPLETE CATALOG

**FASCO Industries, Inc.** 43 AUGUSTA ST. ROCHESTER 2, N. Y., U. S. A.

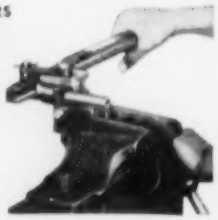
**better profits, faster with well-known GREENLEE timesavers for electricians**



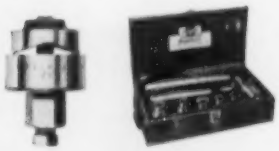
## new lightweight hydraulic pipe and conduit bender

Cash in on the big, growing demand for this *all new* GREENLEE Bender that quickly, accurately bends ½" to 2" conduit. *Easy portability . . . extra versatility . . . extra power* . . . and makes a *full 90° bend with one stroke of the ram!* Separate two-speed hydraulic hand pump and bending ram simplify one-man handling and setup. Easily operated by hand, or may be teamed with a GREENLEE power pump for fast production jobs. Attachments also available for bending thin-wall conduit, tubing, bus bars. Write for complete data and pricing on this fast-selling tool.

**HAND BENDERS FOR TUBING**



Swiftly produce accurate small-radius bends (up to 180°) in conduit, pipe, and tubing. No flattening or kinks. GREENLEE Hand Benders are especially designed to form neat bends to fit sharp corners, nooks, and other close quarters. Eliminate need for many manufactured bends and fittings. Various sizes and models.



**KNOCKOUT PUNCHES AND HYDRAULIC PUNCH DRIVER**

Quick, easy way to make knockout enlargements for ½" to 4" conduit. Simply insert GREENLEE Knockout Punch in knockout or small drilled hole, then turn with an ordinary wrench. For an even faster, practically effortless operation, drive Punch with powerful, portable GREENLEE Hydraulic Driver.

**CABLE PULLER**

Easy-operating, compact unit for 7,500-pound pull. Fastens directly to conduit for pulling in line with conduit . . . no loosened hangers. Specifically designed to save work, speed jobs. Attachment available for concealed conduit work.

**BORING TOOLS**

For quickly making clean, smooth openings for conduit and wiring. The GREENLEE line includes Electricians' Auger Bits and Electric-Drill Bits, Bell Hangers' Drills, Expansive Bits, Joist Borers, Ship Augers, and Bit Extensions.

GREENLEE

Write for catalog on above and other GREENLEE time-saving tools including anchor screw expanders, chisels and gouges, spiral screw drivers, and many more.

**GREENLEE TOOL CO., 1846 COLUMBIA AVENUE, ROCKFORD, ILL.**


## General Electric Sales, Profits Set New Highs

SCHENECTADY, N. Y. — The leading electrical equipment manufacturer, the General Electric Co., set record first quarter sales and profits.

President Ralph J. Cordiner told the company's annual stockholders' meeting that sales for the three months ending in March, totaled more than $946 million, a 14 per cent increase over the approximate $830 million reported for the first quarter of 1955.

New orders received in the first quarter of 1956 were the largest for any similar period and were about 30 per cent more than a year ago. All product groups shared in the increase. Mr. Cordiner told the meeting it was expected that the high sales level would continue through the remainder of this year.

He said that company's civilian product groups contributed to the upturn in volume. Defense business declined as anticipated. General Electric's defense business is leveling off to a point where it will represent about 20 per cent of the firm's overall sales.

• **Consumer Sales**—Mr. Cordiner disclosed that for the first time, General Electric's sales of consumer products exceed $1 billion a year. He said that "for the foreseeable future approximately 35 per cent of the company's total sales will be accounted for by the consumer products group, about 25 per cent by the apparatus group, and about 20 per cent each by the industrial components, and materials group, and the electronic, atomic and defense systems group."

The GE president told the stockholders that the company was anticipating an overall increase in sales this year of 15 per cent over the $3,095,000,000 recorded last year.

## Sacks Electrical Purchases Building

AKRON, OHIO—The Sacks Electrical Supply Co. has purchased an 85,000-sq ft building at 705 Johnston St., this city. The five-story structure will be remodeled to house all of the firm's operations.

Some of the divisions have already moved in. The firm is still operating from 605 So. Main St.

## Fastest Growing Utility Is Southern Cal-Edison

LOS ANGELES, CALIF.—Southern California Edison Co. was the nation's fastest growing electric utility in 1955, adding to its system the equivalent of a city the size of Omaha or Oklahoma City, according to President Harold Quinton.

**1 REMOVE KNOCKOUT** provided in covers of G-E starters. Knockout accommodates either push button or selector switch.

**2 MOUNT BRACKET** with two screws that hold armature stop. Select proper bracket from three provided in each kit.

**3 MOUNT PUSH BUTTON,** or selector switch, by slipping spring clip on back of unit over bracket. Wire per diagram in kit.

**4 POSITION UNIT** to fit knockout. Adjustment is easy. Spring clip permits free movement of unit on mounting bracket.

# NEW G-E Pushbutton and Selector-switch Kits

## Better customer service on G-E starters

Push buttons and selector switches for mounting in the covers of G-E magnetic starters are now available in kit form. Although you still can order starters directly from the factory with the units already mounted, the new kits enable you to perform these modifications quickly and easily in your own shop. This means that by stocking the modification kits you need, plus the standard G-E starters you normally stock, you can provide prompt, off-the-shelf service to your customers.

The new kits can be used with all general-purpose non-reversing or combination non-reversing starters from Size 0 through Size 4. A single pushbutton or selector switch kit will modify any one of these starters, all of which are now furnished with a knockout in the cover.

Installation is easy, as demonstrated in the photographs at left. Each kit contains a push button or selector switch, plus three mounting brackets. One of these brackets will fit the starter you plan to modify, and you simply discard the others.

No other accessories are necessary. Only two screws are used for mounting, and these are part of the starter itself.

The START-STOP pushbutton unit has black and red buttons, and the toggle-operated selector switch is marked HAND-OFF-AUTO. Leads are color-coded for easy wiring.

Full information on these modification kits is available from your G-E representative. Contact him for details, or write to Section 733-8, General Electric Company, Bloomington, Illinois.

**GENERAL ELECTRIC**

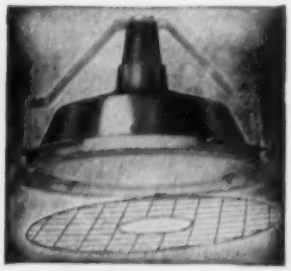
MULTI RLM

# MULTI

*Lighting Equipment*

see our catalog in ARCHITECTURAL FILE or write for copy

## FOR SCHOOLS



**FOR GYMNASIUMS**
BEST FOR FLUSH MOUNTING IN SUSPENDED CEILING. SERVICEABLE FROM ABOVE OR BELOW.

**FOR SWIMMING POOL**
500 WATT VAPORPROOF HEAT RESISTING GLOBE.

**FOR HIGH BAY GYM**
RLM SPECIFICATION ALZAK FINISH ALUMINUM.

## FOR FLOODLIGHTS

**FOR GENERAL FLOODLIGHTING**
PORCELAIN ENAMELED REFLECTOR-HEAT & IMPACT RESISTING LENS.

**LAMPHOLDERS**
FOR PAR LAMPS SEND FOR BULLETIN 555.

**ALUMINUM FLOODLIGHTS**
WITH ALZAK FINISH INNER REFLECTOR.

## FOR INDUSTRY

RLM DOME

**THREDLOK SOCKET**
CHANGE A REFLECTOR LIKE YOU CHANGE A LAMP.

RLM INDUSTRIAL FLUORESCENTS WITH UPWARD LIGHT REFLECTOR.

**MULTI ELECTRIC MFG. INC.**
4223 W. LAKE ST. CHICAGO 24


## CALENDAR OF EVENTS

**Edison Electric Institute**
24th Annual Convention
Atlantic City, N. J.
June 4-7
Meetings, conferences, talks

**Nat'l Fire Protection Assn.**
60th Annual Meeting
Hotel Statler
Boston, Mass.
June 4-8
Speakers, meetings

**National Association of Electrical Distributors**
48th Annual Convention
Chelsea, Ambassador Hotels
Atlantic City, N. J.
June 10-14
Apparatus, supplies, housewares
Meetings, conference booths. No major appliances, radio or TV

**Materials Handling**
3rd Annual Training Conference
Lake Placid, N. Y.
June 17-30
Industrial training classes

**Nat'l. Housewares-Appliances Show**
Convention Hall
Atlantic City, N. J.
July 9-13
Exhibits, meetings, home appliances show

**Canadian Electrical Distributors Assn.**
Fall Meeting
Banff Springs Hotel
Banff, Alberta
September 13-15
Meetings

**National Electrical Contractors Assn.**
55th Anniversary Convention; with the Second National Electrical Exposition
Sheraton-Palace Hotel
San Francisco, Calif.
September 23-27
Meetings, speakers, awards, conference booths

**National Association of Electrical Distributors**
Pacific Zone
Westward-Ho Hotel
Phoenix, Ariz.
September 30-October 3
Meetings, panels

**International Association of Electrical Leagues**
21st Annual Conference
Sheraton-Cadillac Hotel
Detroit, Mich.
October 3-6
Meetings, elections, awards

*Continued on page 174*

# A *High Profit* PRODUCT LINE

# THE IDEAL LINE

## Made to Serve Your Customers Best!

Yes sir, here's the line that gives you everything you need to serve your customers best. By giving them what they need and want, you gain steady high volume and increased, better profits. Compare the profit you make on IDEAL products and you'll agree that they are real money makers for you!

IDEAL quality products are designed to do a far better job at lower cost for contractors and maintenance crews. In addition, they save time, labor and money on every job. And you can profit handsomely by making these outstanding "performers" available to them!

If you are not pushing these high profit IDEAL products, it would pay you to do so NOW! Write and ask our Sales Representative to show you the latest sales helps available.

### THE IDEAL PROFIT LINE INCLUDES

**IDEAL Wire-Nuts**
**THE SOLDERLESS, TAPELESS WIRE CONNECTORS**

Screws on — like a nut on a bolt! Provide quicker, simpler, safer, stronger pigtail splices at lower cost on every wiring job. Twists, threads, grips and insulates all in one instantaneous operation. Used by contractors everywhere. *All contractor sizes fully approved* for general use in all types of branch circuit wiring. 5 sizes available for joining an infinite variety of wires.

**IDEAL WIRE STRIPPERS "E-Z Automatic"**

Heavy duty, all steel, for tough stripping jobs. Works like a pliers. Automatic stop prevents crushing of stranded wires. Makes fast, clean, stripping jobs. Eight models available for all wire gauges from No. 8 to 26; also 300 ohm TV down-lead and non-metallic cable.

**IDEAL FISH TAPE, REEL and PULLER**

Saves 50% of time required for "fishing". Easy to reel in or pay out. BIG grip reel — always safe! Five stock sizes, 50 to 200 feet. Other types available. Whatever your customers need, IDEAL has it!

**IDEAL CRIMP CONNECTOR with "Wrap-Cap" INSULATOR**

Simple, safe to use with only two parts—the sleeve and the cap. Insulates all around and *between* wires. Provides perfect insulation every time. Gives double thickness and double protection over sleeve and wire ends. Crimp tightens with pliers, no extra tool required. *Approved* for general use in branch circuit and fixture wiring. For those who want the extra assurance of "all-around" insulation protection.

**IDEAL WIRE LUBE®**

The special formula cream that makes wire pulling easier and protects against breaks and strains. Packed in 1-quart to 5-gallon containers.

**IDEAL Super-Safe VOLTAGE TESTER**

Gives double protection — a solenoid calibrated indicator and a neon test lamp, each independent. NO CHANCE FOR FAILURE TO DETECT VOLTAGE. Improved features not found in any other voltage tester for easier use, greater safety.

**and a HOST OF OTHER HIGH PROFIT ITEMS, AS . . .**

- "COIL-FLEX", NYLON, and ROUND FISH TAPES
- FISH TAPE LEADERS, BALLS and PULLERS
- WIRE GUIDES
- CABLE RIPPERS
- ARMOR CUTTERS
- SAFE-T-GRIP FUSE PULLERS
- INDUSTRIAL "TEST-GLO" TEST-LITES
- CONTINUITY TESTERS
- "STRIPMASTER" WIRE STRIPPERS
- PRODUCTION-TYPE WIRE STRIPPERS

**VISIT US AT THE**
**N.A.E.D.**
**CONVENTION**
**BOOTH 212**

**SOLD THROUGH LEADING DISTRIBUTORS**
In Canada: Irving Smith, Ltd., Montreal

**IDEAL INDUSTRIES, Inc.**

1047 Park Avenue, Sycamore, Illinois

• Assembly at Wagner plant

• Coast to coast sales organization

• Wagner is organized for a complete service both in its manufacturing facilities, for the finest quality, and in its sales organization which includes sales representatives well placed throughout the country.

You as a distributor are well protected from all angles. Prompt service is assured no matter where you are located. Wagner connectors and couplings are available in a wide variety of types and sizes so that you can meet all requirements. The name Wagner is widely known so that Wagner cartons on your shelves are quickly noticed.

• *Write for the name of the Wagner sales representative in your district. He will supply you with sales literature and catalog sheets.*

**WAGNER MALLEABLE PRODUCTS CO.**

General Sales Office: 222 W. Adams St., Chicago 6, Ill.
Foundry and Plant: Decatur 60, Ill.


**Rocky Mountain Electrical League**
53rd Annual Fall Convention
Broadmoor Hotel
Colorado Springs, Colo.
October 7-10
Speakers, meetings, exhibits, awards

**Lake Michigan Club**
French Lick Springs Hotel
French Lick, Ind.
October 20-23
Speakers, golf, entertainment

**National Electrical Manufacturers Assn.**
30th Annual Meeting
Traymore Hotel
Atlantic City, N. J.
November 12-16
Meetings, speakers, awards, elections

## LEGAL HOLIDAYS

**JUNE**

**3** Alabama, Florida, Georgia, Mississippi, South Carolina, Texas—Jefferson Davis' Birthday.
**14** Missouri, Pennsylvania—Flag Day. (Banks remain open in Missouri, optional in Pennsylvania.)
**20** West Virginia—West Virginia Day. (Some banks remain open.)

**JULY**

**4** All states—Independence Day.
**13** Tennessee—Nathan Bedford Forrest Day. (Banks remain open.)
**24** Utah—Pioneer Day.

**AUGUST**

**1** Colorado—Colorado Day.
**14** Arkansas, Rhode Island — World War II Victory Day. (Optional for banks to remain closed in Arkansas.)
**16** Vermont — Battle of Bennington Day.
**30** Louisiana—Huey P. Long's Birthday.

**SEPTEMBER**

**3** All states—Labor Day.
**4** Nevada—Primary Day.
**10** Maine—Election Day.
**11** Wisconsin—Primary Day
**12** Maryland—Defenders' Day

**OCTOBER**

**1** Missouri—Election Day
**10** Oklahoma—Historical Day
**12** States Vary—Columbus Day
**31** Nevada—Nevada Day

*Continued next month*

Sources: Manufacturers Trust Co., New York, N.Y.; Domestic Distribution Dept., Chamber of Commerce of the United States, Washington, D.C.

# *Familiar symbols of safety*

## PROTECTION OF WIRING

The only wiring system approved by the National Electrical Code as moisture-, vapor-, dust- and explosion-proof for use in hazardous locations and occupancies is a standard-threaded rigid conduit.

Wherever electrical wiring must function safely and efficiently in hazardous locations, install Youngstown Buckeye rigid steel conduit. It is easy to bend . . . easy to fish wires through . . . and economical, because its greater corrosion resistance means a longer, trouble-free service life. When you install Buckeye you're one of thousands of contractors, owners and architects who make it one of the world's best known brands of standard-threaded, full-weight rigid steel conduit.

**THE YOUNGSTOWN SHEET AND TUBE COMPANY**

*Manufacturers of Carbon, Alloy and Yoloy Steel*

General Offices - Youngstown 1, Ohio

District Sales Offices in Principal Cities

QUALITY YOUNGSTOWN SERVICE

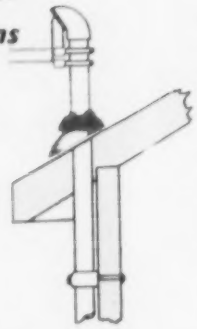
Ask your distributor for Youngstown Buckeye Full Weight Rigid Steel Conduit and Youngstown Electrical Metallic Tubing.

# Introducing

## McCAFFREY'S "ACME"

### NEOPRENE WEATHERPROOF SEAL

***Eliminates weather and vibration problems on service entrance mast installations***



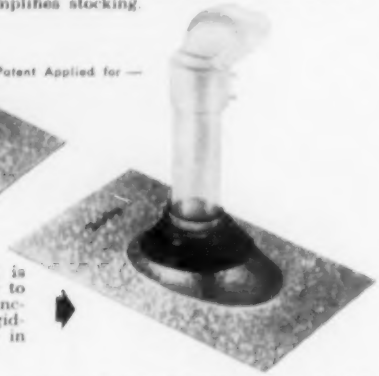
The McCaffrey "ACME" weatherproof seal consists of a base (flashing) and either one of two different types of neoprene seal:

- **The base comes in aluminum, copper, lead, or zinc-plated steel. It is adjustable to all standard roof lines, from flat to 45°.**
- **The neoprene seal absorbs all vibration, is absolutely leak-proof. Not affected by sunlight, heat or cold. No caulking compounds necessary.**

**THE TWO DIFFERENT TYPES OF SEALS ARE ILLUSTRATED BELOW**

**ACME "N"** (without clamp). When seal is forced over conduit, inner feathered neoprene edge flanges up around conduit, making its own self-sealing collar. This seal can be installed in seconds. One seal fits 1¼" and 1½" conduit; one fits 2" and 2½". Simplifies stocking.

Patent Applied for —



**ACME "C"** (with clamp) Seal is especially designed with collar to fit standard size conduit. Zinc-plated clamp tightens collar rigidly against conduit. Available in all standard sizes.

**McCaffrey**

**MANUFACTURING AND SUPPLY COMPANY**

1840 W. 14th STREET • CHICAGO 8, ILLINOIS

***Makers of better flashings and seals for over 45 years***


## PEOPLE IN THE NEWS

**Thomas B. Kalbus** is general sales manager of the TV-radio division, **Westinghouse Electric Corp.** He succeeds **Dan D. Halpin,** who resigned. Mr. Kalbus was formerly general sales manager of radio and television for **Westinghouse Electric Supply Corp.,** with headquarters in Pittsburgh. His new headquarters are in Metuchen, N. J.

**Matthew M. Lawler,** vice president, **Worthington Corp.,** Harrison, N. J., is the new president of the **Air-Conditioning and Refrigeration Institute.**

**Lee D. Nutter** is manager-builder sales, for the **General Electric Co.** home heating and cooling department.

**James A. Taylor,** president, **Taylor Electric Co.,** Milwaukee, Wis., has been elected a member of the Young Presidents' Organization, a group of men who became top executives—before reaching the age of 39—of companies grossing a minimum of a million dollars a year in sales.

**Jack Amsterdam** of the **Leviton Manufacturing Co.,** was honored by his associates and fellow businessmen of the lighting fixture and allied industries on May 23 for his activities on behalf of the United Jewish Appeal.

**Arthur L. Chapman** is vice president-manufacturing, of **Sylvania Electric Products Inc.,** with headquarters in New York City. He most recently was vice president-operations, in charge of the radio and television division, Buffalo, N. Y.

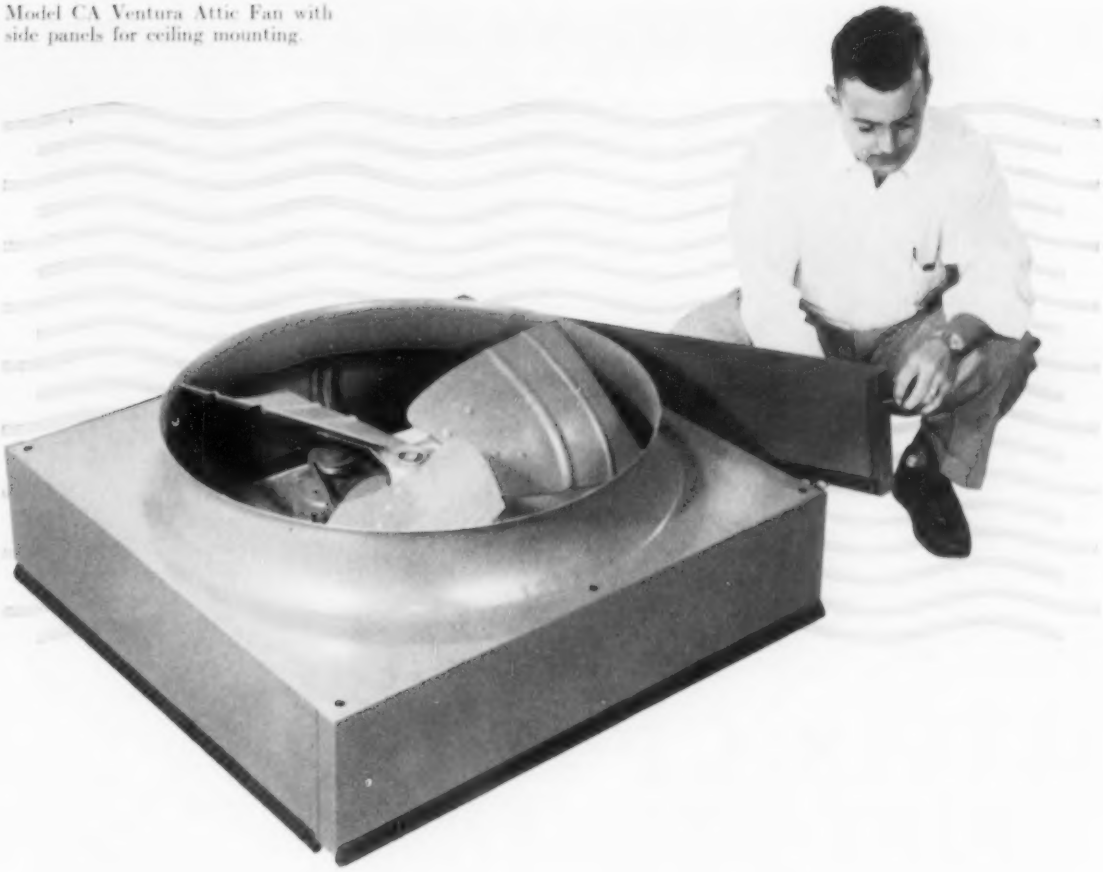
**Alfred T. Shore** is sales representative, equipment sales, eastern region, for the **Sylvania Electric Products Inc.,** electronic sales department.

**Chris J. Witting,** vice president of **Westinghouse Electric Corporation,** and general manager of all consumer products division, was elected to the Board of Governors of the National Electrical Manufacturers Assn.

**Dr. Bennett S. Ellefson** and **Marion E. Pettegrew** have been elected vice presidents of **Sylvania Electric Products Inc.** Dr. Ellefson has been appointed vice president—engineering and research. Mr. Pettegrew has been appointed vice president—tungsten chemical and parts operations.

**John S. MacDonald** is general manager of the **General Electric Company's Distribution Assemblies Department,** effective June 1st. He had been

Model CA Ventura Attic Fan with side panels for ceiling mounting.



# Here's the new attic fan that's twice as easy to stock and install!

. . . twice as easy because you use only *one* type of fan — the model CA Ventura Attic Fan — for ceiling *and* wall installations. You stock only one basic fan in the popular 24, 30 and 36-inch sizes. (This alone means a saving of twice the inventory and storage space.)

And one basic model means easier installation, too! Each fan is available with a set of side panels, rubber cushion strips and all the necessary hardware. On ceiling installations, you can attach the panels in minutes — right on the job! On vertical installations, the fans are complete — ready to install!

Why not call our nearest branch today for full information.

## IT PAYS TO STANDARDIZE ON THE AMERICAN BLOWER LINE!

- **Attic Fans** for comfort cooling at low cost in homes, apartments, hotels. Ratings certified; vertical or horizontal models.
- **Aeropel Home Ventilators** for kitchen use, or small commercial ventilating jobs. Attractive design; quiet, easy to install.
- **Ventura Fans** for efficient commercial and industrial ventilation; propeller type; 10 to 72 inches. Certified ratings.
- **Utility Sets** for general supply or exhaust duty. Ratings certified, self contained. Sirocco wheels, 3 to 36 inches.

**AMERICAN BLOWER**

Division of American-Standard

AMERICAN BLOWER CORPORATION, DETROIT 32, MICHIGAN • CANADIAN SIROCCO COMPANY, LTD., WINDSOR, ONTARIO

# Another reason why Blackhawk is today's hottest equipment line

# ELECTRIC POWER PIPE BENDER

## *more than triples output*

Add the new Blackhawk S-132 Pipe Bender to the big *plus values* of the Blackhawk franchise. It's loaded with exclusives — and it obsoletes all other bending equipment for big volume sales.

**Its famous motor-driven P-182 hydraulic pump** eliminates hand-pumping . . . turns out "production" bends three to six times faster. It's portable — serves all bending!

**90° bends in one set-up** — "featherweight" portability and Optik-Angle gauge are among the many sell-on-sight features of the S-132 Bender.

And remember — every time you sell one Blackhawk item, you open the door for sale of this entire high-profit line of hydraulic tools for electricians, contractors and maintenance men.

**Popular new S-130 hand-operated bender slashes bending costs** . . . makes 90° bends in one set-up.

**New hydraulic knockout punches work anywhere,** sell everywhere. Big line of kits for every type of customer.

***The man from Blackhawk wants to see you***

He'll help you capitalize on the big sales promotional campaign that's making Blackhawk a key line for the nation's top supply houses. Write to Blackhawk Mfg. Co., Dept. P-4466, Milwaukee 46, Wis.

**BLACKHAWK®**

WORLD'S LARGEST MANUFACTURER OF HYDRAULIC TOOLS

**EDWIN L. EHRET** recently was appointed to The Edwin F. Guth Company's engineering and technical advisory staff. He has been in the electrical industry for 26 years and has served as illuminating engineer with Illinois Power Co., district engineer for the Westinghouse lamp division, and for the past eight years, has been engaged in lighting fixture manufacturing.

manager of manufacturing operations services in G.E.'s manufacturing services since 1952. Mr. MacDonald replaces **Hershner Cross,** former DAD general manager, who was appointed manager-marketing specialization consulting service.

**Charles E. Corrigan, Jr.,** has been appointed sales agent in Louisiana and Mississippi for **Diehl Manufacturing Co.,** electrical division of The Singer Manufacturing Co., Somerville, N. J. His office is located at 504 Delta Building, New Orleans, La.

**Walter Rubin** is West Coast representative for **Rodale Manufacturing Co., Inc.,** Emmaus, Pa. He succeeds the late **Joseph Liner.** His territory includes California, Nevada and Arizona. Mr. Rubin's headquarters will be the manufacturer's warehouse at 338 East Second St., Los Angeles, Calif.

**Charles Turbyville** is district representative in middle and eastern Tennessee for **Electro Silv-A-King Corp.,** Chicago, Ill. Mr. Turbyville, of 1922 Magnolia Ave., Knoxville, Tenn., joins **Perry Sessoms, Jr.,** district manager, Atlanta, Ga., to represent the entire line in this territory.

**Francis R. Vanlandingham** is manager-distribution development of **G.E.'s Weathron Department.** Prior to his new appointment he was a sales representative with Mechanical Contractors Supply Inc., Winter Park, Fla.

**Ivan Horrigan** is district manager for **Pass & Seymour's** Ohio River Valley District, while **Joseph Zeisler** becomes the company's sales representative in the Northern Ohio area. Mr.

Cat. #633-618 Flush or Surface

# 100 amp. Service Equipment

*Adequate Wiring needs it.*

## General Switch delivers it!

100 Amp. main lugs feed Four 2 fuse pullouts connected in **parallel.** One 60 Amp. pullout functions as a Main disconnect for **EIGHT** (Cat. No. 633-618), or **TWELVE** (Cat. No. 633-6112) 30 Amp. plug fuse branch circuits, and the 220V. sub-feed lugs. Three additional pullouts (one 60 Amp. and two 30 Amp.) control appliances such as Range, Water Heater, Dryer, Electric Space Heater, Air Conditioner, etc. Other combinations may be ordered.

ADEQUATE WIRING SERVES AND SAVES

. . . Visit us at NAED Convention —Atlantic City—Booth No. 208

**General Switch Corp.**

45 ROEBLING ST. • BROOKLYN 11, N. Y.

Write for catalog #5201

**ENCLOSED SAFETY SWITCHES • SERVICE ENTRANCE EQUIPMENT • BRANCH CIRCUIT PANELS**

This Illiterate Gnu
thought "adhesive" meant glue!

But those most schooled in friction tape requirements know the importance of lasting tack. Chase coatings are applied under pressure . . . completely impregnating the fabric. Result? A thinner tape for neater connections . . . that doesn't dry out as fast.

Ask for catalog. Chase & Sons, Inc., Randolph, Mass.

**CHASE TAPES**

Friction—Plastic—Rubber—Neoprene
**GUARANTEED FOOTAGE IN EVERY ROLL**

**J. MARSHALL TAYLOR** is the new vice president in charge of sales for the Whitney Blake Co., New Haven, Conn. He started his career in the wire manufacturing industry with the General Cable Co. in 1929. In 1933 he joined the Anaconda Wire and Cable Co., and later the Collyer Insulated Wire Co. Prior to his new appointment, Mr. Taylor was sales manager of the company.

Horrigan is in charge of sales throughout Ohio, Kentucky and Michigan. Mr. Zeisler will work very closely with Mr. Horrigan who preceded him in the northern Ohio area.

**D. W. Rice** is product sales manager of the conduit division of **National Electric Products Corp.** He will direct the marketing of the firm's rigid and flexible steel conduit and electrical metallic tubing. Mr. Rice had been charge of surface raceway sales since joining the firm in 1940.

**Philip S. Cannon,** formerly assistant general manager of the Henry & Wright division of Emhart, has been appointed to the executive staff of **Federal Pacific Electric Co.** He is assistant to President T. M. Cole in general company assignments for the implementation of manufacturing operations, cost reduction and control programs.

**Rowland Guildford** is fan merchandising specialist in the New York area for the **Diehl Manufacturing Co.,** electrical division of The Singer Manufacturing Co.

**George M. Stapleton** is vice president and also manager of dimmer sales of **Ward Leonard Electric Co.,** Mt. Vernon, N. Y. Mr. Stapleton, with the company since 1935, succeeds **A. W. Borghard** who has retired after 36 years service.

**Lawrence C. Papp** and **Edward Sholander** have been appointed sales engineers in the Los Angeles office of the **Prescolite Manufacturing Corp.,** Berkeley, Calif. Prior to joining the firm in 1954, Mr. Papp had been with the lighting division of Westinghouse,

# MR. DISTRIBUTOR!!!

*It's good sense to stock*

## THE JIFFY LINE

*for your Contractor and Electrician Customers*

## *BECAUSE EACH ITEM*

***was invented by an electrician or an electrical contractor to overcome a job "headache."***

- **was used and proved on difficult jobs for years before becoming a part of THE JIFFY LINE**
- **is recognized by electrical wiremen as a solution to their wiring problems.**
- **is advertised to these users. They know JIFFY. They accept JIFFY. They buy JIFFY.**
- **needs only to be shown to be bought.**
- **is an original idea. None of the featured JIFFY tools or specialties have been copied from other manufacturers.**

•

★ **THIS JIFFY PRODUCT** **won wide approval at the recent trade shows in Baltimore, Detroit and Boston.**

See us at
BOOTH 647
at the 48th
N.A.E.D.

**Lowest cost all purpose Box Support**

**Has all these features —**

**Smaller than the hole, thus easiest to install.**
**Clamps in opening avoiding dropping between partitions.**
**Three fingers—Old work or new work—No nails, no screws.**
**A stock of JIFFY will save your customers time and money—and assure good profit for you.**

## Jiffy

- Saw Attachment
  Tool of 1001 uses.

- Boring Attachment
  Four foot shaft. Bores high or low.

- Adjustable Hole Cutter
  Cuts up to 6" diameter holes in 6 minutes.

- Swinging Cup Solder Dipper
  Solders 50 to 75 joints with one heat.

- No-Kink Fish Tape
  A complete tool, no extra reel, starter or puller. No sharp edges—1000 lbs. pull.

- Slip Stick Wire Lubricant
  Economical, clean, easy to use. Will not dry out.

- Olympic Meters
  Accurate and efficient measurement—all purpose uses. The only 48 state approved meter.

- JIFFY Lock Bar Hanger
  Adjustable range 12" to 26". No notches—no nuts—no bolts—no screws. Flip lock-nail starters—old or new work.

- Perforated Hanger Iron

- Snap-in Blanks
  Rust proof, one piece. Snaps in . . . and stays.

- Green Dot Outlet Box Protector
  Keeps boxes and screw holes free from plaster.

**Clyde W. Lint** 2323 WEST 18th STREET CHICAGO 8

Looking for new and profitable sales opportunities?

**Meet the man with the ANSWERS!**

You'll get a big electrical answer to your new-business and growth planning problems when you visit the Chromalox booth at the NAED convention. In home, commerce and industry, electrical heating applications offer new and promising sales opportunities.

Chromalox Electric Heating Equipment—a quality line—puts you in this important growing business in a big way. Edwin L. Wiegand Company, world's largest exclusive manufacturer of Electric Heating Equipment, offers an electrical answer to every heating problem.

Check into the possibilities for you in this most promising electrical market. See for yourself why Chromalox is the ANSWER in the electric heating market.

***Edwin L. Wiegand Company***

7595 Thomas Boulevard, Pittsburgh 8, Pa.

8-718

**W. BARRETT MAYER** is marketing director, Stonco Electric Products Co., Kenilworth, N. J. The newly-created marketing division will co-ordinate manufacturing, promotion and sales. Mr. Mayer, most recently account executive with the American Broadcasting Co., has had many years of experience in the floodlighting industry and had represented Stonco as New York-New Jersey sales agent from 1947.

Oakland, Calif., as a sales representative. Mr. Sholander has been associated with the electrical industry in Southern California for the past nine years. He joined the Prescolite sales organization in July, 1955.

**Allan E. Eggers** is assistant advertising manager of **Thomas Industries, Inc.,** Louisville, Ky.

**Donald D. Murray** is lighting representative for the eastern Missouri, southern Illinois and western Kentucky territory of the **Pittsburgh Reflector Co.** From his headquarters at 6148 Washington Blvd., St. Louis Mo., he will handle engineering, sales and service for the entire line of fluorescent and incandescent lighting equipment.

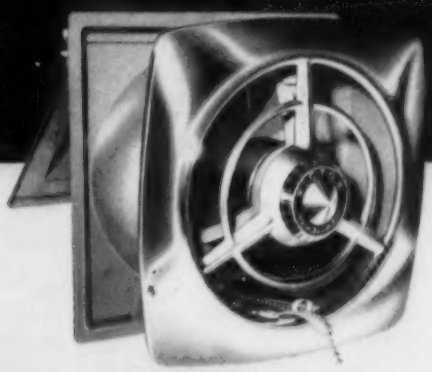
**Henry A. Wallis** is sales manager of the special products division of **Jefferson Electric Co.,** Bellwood, Ill.

**A. B. Drastrup** is vice president of the **Joy Manufacturing Co.,** Pittsburgh, Pa. He was formerly president of the A. M. Byers Co.

**T. R. Banks** has been appointed fan merchandising specialist for **Diehl Manufacturing Co.,** electrical division, The singer Manufacturing Co., Somerville, N. J. His territory includes North Carolina, South Carolina, Georgia, Tennessee and Alabama. **James E. Ramsey** is fan merchandising specialist in the Chicago area.

**Walter H. Bieringer,** vice president of the **Plymouth Rubber Co., Inc.,** Canton, Mass., was designated by the State Department as its expert to attend the UNESCO Conference held in Havana, Cuba, recently. The meeting

# The FAST SELLING Victor Line is Here!



**8" and 10" wall models**
White or Chrome Grilles
(pull chain operated)

**8" and 10" combination wall and ceiling models**
White or Chrome Grilles
(wall switch operated)

**8" and 10" automatic wall models**
White or Chrome Grilles
(wall switch operated)

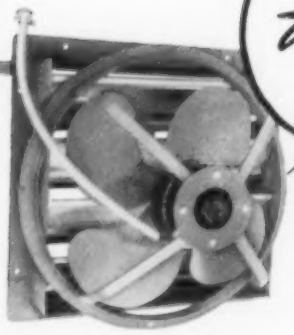
**. . . and the new VICTOR-CLIMAX** line which opens new profit possibilities and helps you sell a fan for every home!

**$30,000,000** Warranty on every Victor and Victor-Climax Ventilating Fan helps you sell and protects your profits!

**Send for facts today!**

*. . . the oldest name in the industry*

Victor



**COMMERCIAL EXHAUST FANS**

10", 12" and 16" blade sizes, with or without automatic shutters

*5 year guarantee on all motors*

MAIL COUPON TODAY

**VICTOR VENTILATOR DIVISION**
The Philip Carey Mfg. Company
Dept. EW-6, Lockland, Cincinnati 15, Ohio

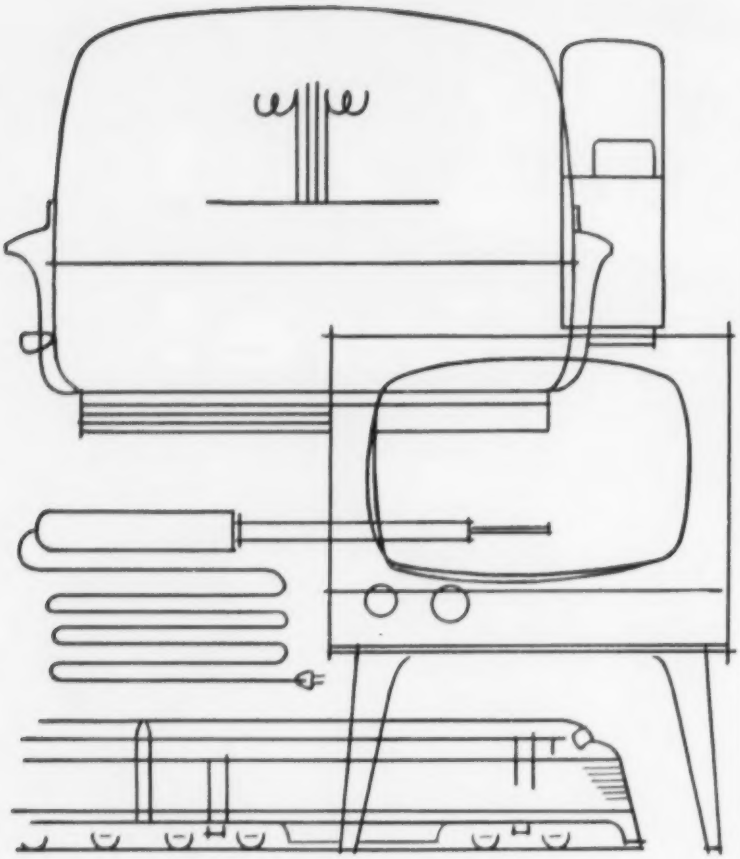
Please send complete information on Victor and Victor-Climax Ventilating Fans.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____



## where dependability is the **BUY** word **CONTINENTAL** is the wire.....

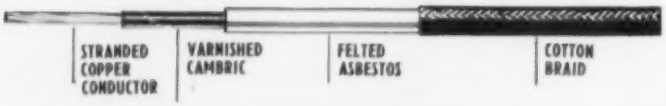
For Television Sets . . . Soldering Irons . . . Toasters . . . Locomotives . . . a million and one various products, big or small . . . the usual and the unusual . . . one dependable, complete source for wire, cable, and cords is CONTINENTAL.

Job-engineered specialties, as well as the widest range of sizes and types in stock, assure the right wire for almost every application.

Where heat, oil, grease, corrosive vapors or moisture make wiring a question —Continental makes the wire to answer it.

Continental's industrial wire and cable specialists are available to serve you at any time.

**HEADLIGHT WIRE TYPE AVB**
**Available in sizes 18—10 AWG inclusive**




Heat, flame and moisture resistant impregnation and finish.

Contact: Continental Sales, Box 363, Dept. CWS
Wallingford, Conn., Phone COlony 9-7718

**Continental** WIRE CORPORATION
WALLINGFORD, CONNECTICUT • YORK, PENNSYLVANIA

**RHEA P. LAPSLEY** is vice president in charge of research and development for The Okonite Co., Passaic, N. J. He will be responsible for both the Okonite research laboratories and proving ground. Mr. Lapsley joined the manufacturer in 1936 when he opened and managed the New Orleans sales office. Until his new appointment, he was sales manager of the Wilkes-Barre division.

consisted of various nations belonging to UNESCO on the cultural integration of immigrants. Mr. Bieringer at present is chairman of the Governor's Commission on Refugees in Massachusetts and a consultant to the State Department on refugee affairs.

**Eugene K. Heineman** has been named assistant to the treasurer for **National Electrical Products Corp.,** Pittsburgh, Pa. He succeeds **John W. Schuck** who retired after 45 years service. Mr. Heineman had been manager of the statistical division.

**Robert J. Kuzel** has been added to the staff of the **Pittsburgh Reflector Co.** offices in Chicago. He had been with the Consumers Power Co., Jackson, Mich., as a commercial lighting engineer.

**Lenny Salit** is the new New York district sales manager for **Berns Air King Corp.,** Chicago, Ill. He covers metropolitan New York and northern New Jersey.

**Nathaniel Wattles** is district sales representative for **Viking Air Products,** Cleveland, Ohio.

**Irving M. Sandberg** is sales manager of **Times Appliance Corp.,** New York distributor for Westinghouse products. He has assumed duties formerly held by **Don Boor** and **Joseph Raspaolo.** Mr. Boor has become field supervisor and Mr. Raspaolo, assistant to **C. J. Ward,** general manager and vice president.

**William J. Roach** has joined the public relations department of **Sylvania Electric Products Inc.,** as a project manager. He is located in the company's New York headquarters.

FLEXIBLE STEEL
CONDUIT CONNECTORS

THREADED FITTING
REDUCERS

CONDUIT
NIPPLES

SOLID CONDUIT
LOCKNUTS

CLOSE-UP PLUGS
(ALUMINUM)

TAP-ON THINWALL
CONNECTORS

3-PIECE
TAP-ON
THINWALL COUPLINGS

CABLE
CONNECTORS

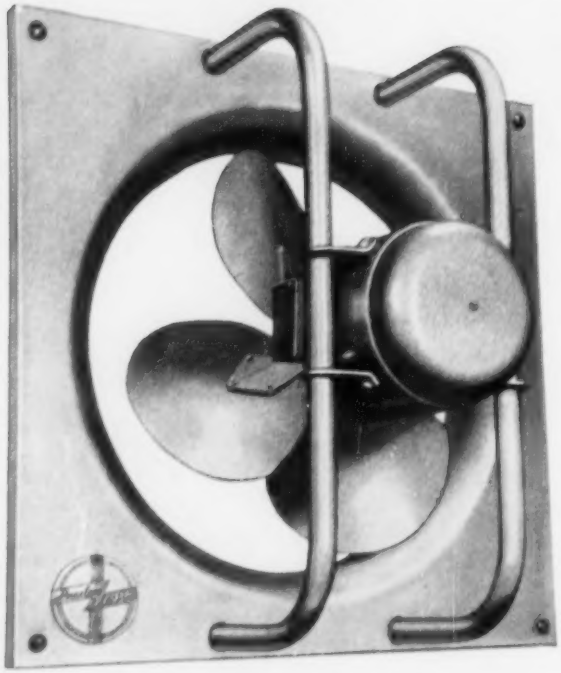
BOX HANGERS
(FOR CONCRETE WORK)

# MORE TOMIC
## QUALITY PRODUCTS
*For Contractors, Engineers and Electricians Who*
## WANT THE BEST!

- every fitting designed for easier, neater, faster, safer installation.
- every fitting precision manufactured of machined steel (except close-up plugs).
- every fitting meticulously inspected to maintain the standards for which Tomic is famous.
- every type of Tomic fitting is constantly job-tested to assure superior performance under the most exacting conditions.

***Sold Exclusively Thru Wholesalers including O.E.M. Accounts***

# TOMIC SALES & ENGINEERING CO.
*Manufacturers of Famous TAP-ON Fittings*
**20,000 Sherwood Ave. • Detroit 34, Michigan**



**INDUSTRIAL – COMMERCIAL**

# Peerless Exhaust Fans

*QUIET • DEPENDABLE • ECONOMICAL*

● Peerless Industrial or Commercial Exhaust Fans are completely engineered, designed and built by Peerless for low initial cost and continuous, trouble-free performance. Totally enclosed motors seal out damaging dust, grit and dirt. Ball-bearing construction permits vertical or horizontal mounting. Peerless Exhaust Fans move air fast! Sizes: 24" to 48". Shutters and Penthouses available.

**Install 'em and forget 'em!**
**See your Peerless representative today.**

***Write, Wire or Phone Today for Bulletin SDA-160!***

*FAN AND BLOWER DIVISION*
THE *Peerless-Electric*® COMPANY
FANS · BLOWERS · ELECTRIC MOTORS · ELECTRONIC EQUIPMENT
1403 W. MARKET ST., WARREN, OHIO




## T. H. Bibber

T. H. "Tom" Bibber, retired sales manager and specialist of Triangle Conduit & Cable Co., Inc., died on April 25th. He was 82 years of age, and had been with the company more than 20 years before his retirement.

Mr. Bibber started out his career in the electrical industry as a full-fledged jobber. Just when electrical associations were born, Tom Bibber along with Charles A. White and Charles E. Bibber started the wholesale house of

T. H. Bibber

Bibber, White and Co., Boston. That was in 1893. Next year they absorbed the New England Electrical Supply Co., changed the name to Bibber, White Co., and sold electrical supplies through the East. Everything went well until 1900, when as Mr. Bibber said, "We blew up with a loud bang, owing to lack of capital, and spreading it too thin."

Mr. Bibber joined with those other jobbers who were organization minded and helped develop the spirit of cooperation in the industry that in time led to the launching of NEWA—now the National Association of Electrical Distributors.

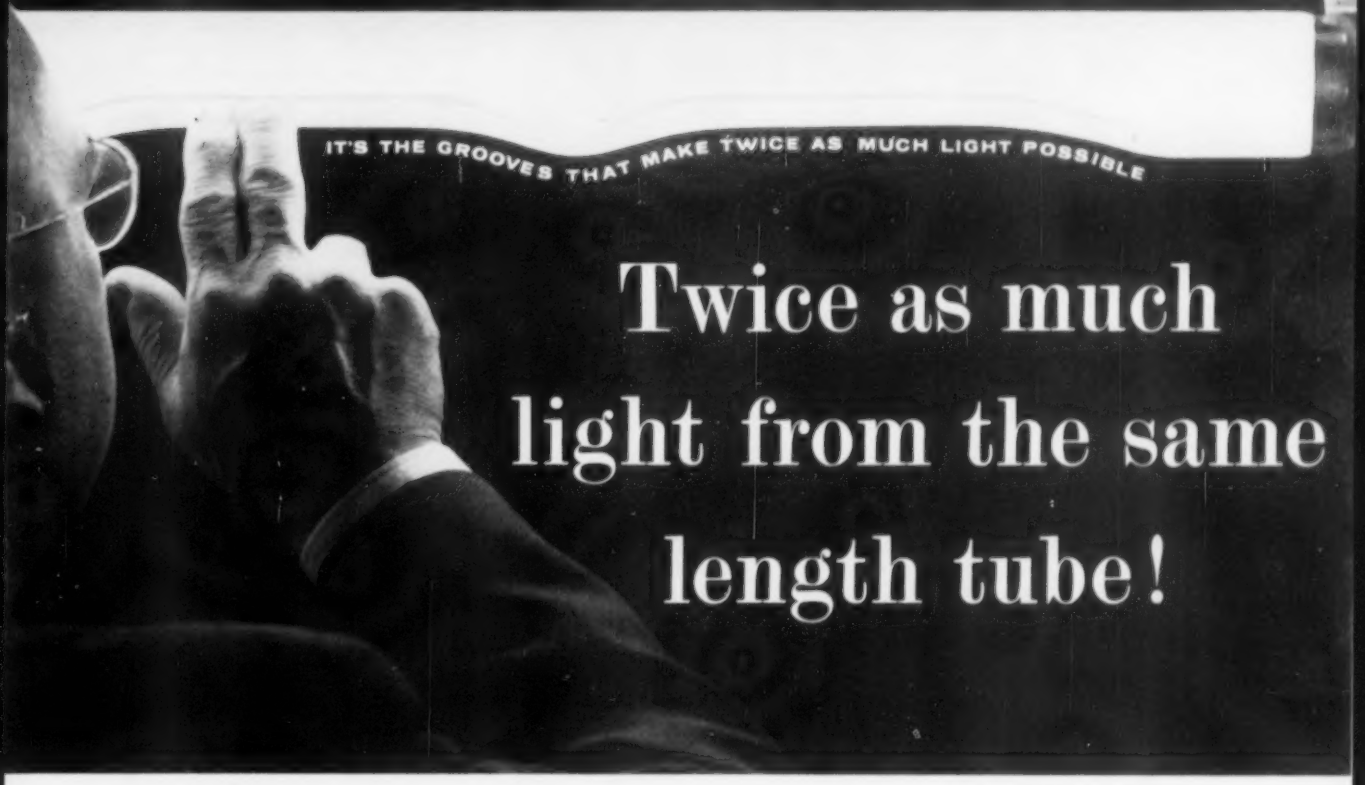
He had been in the manufacturing field—in sales work—and had been associated with such firms as Edwards, Guth, Duplex Light and Triangle Conduit. Mr. Bibber joined Triangle Conduit in 1921 and served with that firm until his retirement.

## Louis Karlin

Louis Karlin, reportedly one of the first electrical wholesalers in the Boston, Mass., area, died on April 7, in Worcester, Mass. He was 87 years of age.

Mr. Karlin started in the wholesaling business in 1912. In 1915 he became associated with the company of Karlin and Schlosberg, an electrical wholesaling firm with headquarters at the corners of Portland, Merrimac and Travers Sts., Boston, Mass.

## General Electric announces new "Power-Groove" fluorescent lamp that gives . . .




# Twice as much light from the same length tube!

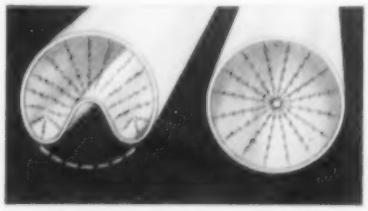
## Available this fall—New G-E lamp opens up new sales opportunities for you!

**G-E LAMP ENGINEERS** have developed the new Power-Groove Fluorescent Lamp that gives approximately twice as much light as *any* other fluorescent (almost 3 times as much as the 8-foot slimline) with substantially the same efficiency. Now you can offer your customers at least twice the light from the same number of lamps—or equal light with half the lamps! They'll save at least 20% of their initial lighting cost and have fewer parts to maintain. *Power-Groove gives a greater increase in light-per-foot than all other combined increases made since G.E. first introduced fluorescent lamps back in 1938!*

**POWER-GROOVE LAMPS** will be made in economical 8-foot lengths. They will be approximately 200 watts, have double contact recessed bases and will operate on the Rapid Start principle. Four foot lamps will be available for filling in ends of rows and other applications. Sizes now planned are not interchangeable in present fluorescent lighting systems.

**NEW USES FOR FLUORESCENTS**—Look for Power-Groove lamps to be in great demand for general lighting in stores, offices and plants. Many industrial areas using filament or mercury lamps can now enjoy fluorescent lighting; and because Power-Groove lamps maintain their high light level at low temperatures, they'll be excellent for outdoor fluorescent lighting.

By late Fall, G.E. will be producing Power-Groove lamps in quantity—and by then, the newly designed fixtures and ballasts are to be available. So if your customers' plans include lighting installations in 1957, recommend the new G-E Power-Groove, and increase your profits while your customers enjoy the most economical fluorescent light source ever developed. For more information write General Electric Large Lamp Dept. EWH-6, Nela Park, Cleveland 12, Ohio.



See how the grooves in the new G-E Power-Groove (left) bring the light-producing phosphor coating inside the lamp closer to the ultraviolet radiation. The energy travels a shorter distance; internal light losses are reduced. It's this radical new design that lets G-E Power-Groove lamps give twice as much light with substantially the same efficiency.

*Progress Is Our Most Important Product*

GENERAL ELECTRIC

stock PAINE hanging and fastening devices

. . . the line with PLUS VALUES

**PLUS VALUE** One Source for all of your requirements in hanging and fastening devices. Saves you paper work — can save you on freight.

**PLUS VALUE** *Top-Flight Quality.* The newest and best in manufacturing methods and quality control give you flawless products your customers like to use.

**PLUS VALUE** *Strong, Colorful Cartons* with complete easy reading content identification.

**PLUS VALUE** *Customer Demand* stimulated with abundant promotion that includes advertisements like this . . .

Just one of Paine's family of products.

For a line on the full line write for catalog.

Send me complete literature and details on the Paine story for distributors and dealers.

Name_____

Company_____

Address_____

THE PAINE COMPANY, 3 Westgate Road, Addison, Illinois


## SALES REPRESENTATIVES

**Nikoh Tube Co.,** Chicago, Ill., has announced the appointment of Murray Rosenblum & Company, 1818 West North Ave., Chicago, as sales representative for its conduit line in northern Illinois and the state of Wisconsin, effective June 1st. A veteran of 21 years in the Chicago electrical field, Mr. Rosenblum has operated his own sales agency there for the past two years with his associates, John W. Johnson and Earl Grams.

**Metalcraft Products Co.,** Philadelphia, Pa., has announced the appointment of nine representatives to handle its "Metco" fluorescent fixtures as well as the Gill "Planned Lighting" lines.

The newly named representatives and their territories are:

Southeastern New York and upper New Jersey—R. W. Auer & Associates, 400 E. 59th St., New York, N. Y., and I. J. Chesley, 1919 Westfield Ave., Scotch Plains, N. J.

Maryland and upper Virginia—C. E. Eposite, 501 E. Monument St., Baltimore 2, Md.

New England and Albany, N. Y., area—Simeon Dyer, 8 Birch Circle, Hingham, Mass.

Minnesota, Wisconsin, Nebraska, North Dakota and South Dakota—Russell J. Gerde, 5649 Grand Ave., South, Minneapolis, Minn.

Ohio (exclusive of Dayton), West Virginia and eastern Kentucky—Curtis Sales Corp., 3231 Warrensville Center Rd., Shaker Heights 22, Ohio.

Florida—Frank C. McPherson, 6417 7th Ave., North, St. Petersburg, Fla.

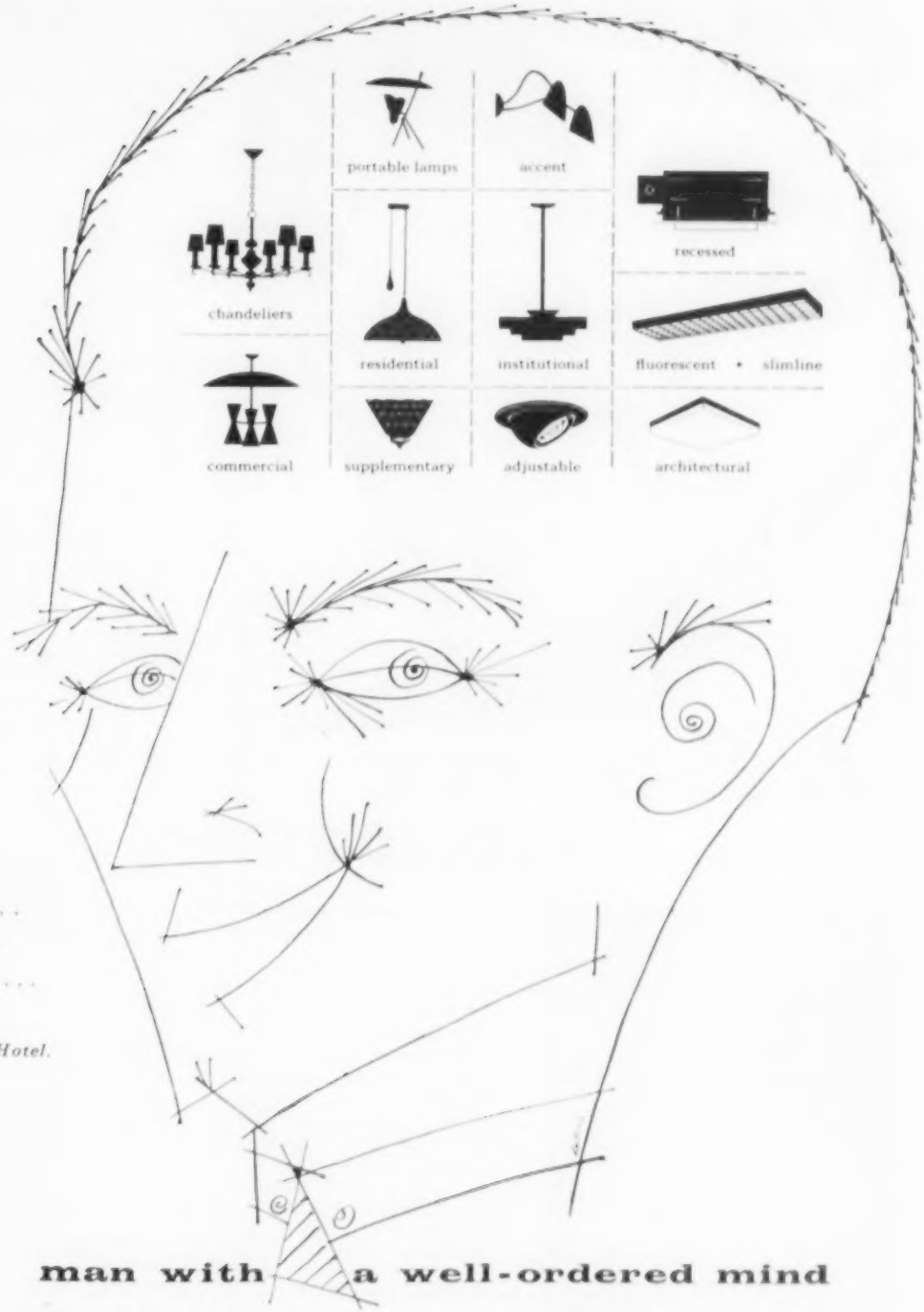
Texas, Arkansas, Oklahoma and Alabama—Marvin Chenault & Associates, 202 Prentice Bldg., 4514 Prentice St., Dallas, Tex.

**Pass & Seymour, Inc.,** Syracuse, N. Y., has named Marr Graper for the newly formed Gulf States territory. Mr. Graper covers the states of Louisiana, Mississippi, Alabama and the western portion of Florida. Mr. Graper, formerly with the Burgess Battery Co., will work from his home at 2002 Carondelet St., New Orleans, La.

**Miller Co.,** Meriden, Conn., has announced the appointment of two new sales representatives.

William D. Faust is sales representative for the company for southern Louisiana, Mississippi and Alabama. His headquarters are in New Orleans.

Edward D. Heintz is the new representative for the company in Colorado, Wyoming, north central Mexico and the Scott's Bluff trading area of Nebraska. His headquarters are in Denver, Colo.




*See you*
*June 10-14 . . .*
*at Booth 803*
*and our suite . . .*
*both at the*
*Ambassador Hotel.*

## man with a well-ordered mind

Get it firmly fixed in your mind . . . the one best source for every kind of 'application-engineered' lighting is Litecraft. Your most vexing lighting problems are solved imaginatively, efficiently and economically by the specialists in any Litecraft One-Stop Shopping Center . . . the showrooms of your local Litecraft Distributor, or at the Litecraft Showrooms, 8 East 36th Street. Next time you think of lighting, put your mind at ease. Bring your clients in for a close-up look, or write—on your professional letterhead—for a complete file of Litecraft's exciting lighting designs.

**LITECRAFT**

manufacturing corp
8 East Thirty Sixth Street • New York 16 N Y

affiliates • FINLAND HOUSE Lighting
SALEM BROTHERS Inc.

**the lighting professional's supermarket**

# THE SECRET IS IN THE NECK

# ABOLITE REFLECTORS

ALL-WHITE finish (outside and inside) is available on all ABOLITE fixtures. This "whiter-than-white" titanium porcelain surface gives life-time service and enhances modern architecture and decor.

SLOTTED-NECK construction is an exclusive ABOLITE development! Lamp heat causes convection currents which continuously and automatically circulate through these neck openings. Dust and dirt is carried away from the fixture, lamp operating temperature is reduced, and more up-light is obtained. These features result in greater illumination over a longer period of time, longer lamp life, and consequently, less maintenance time required for lamp replacement and cleaning fixtures.

For long term economy, as well as low original cost — make sure your fixtures are ABOLITE.

**ABOLITE** *Lighting* **DIVISION**

The Jones Metal Products Co. • West Lafayette, Ohio


## ASSOCIATION NEWS

**INDIANAPOLIS** — The Electric League of Indianapolis has elected the following new officers: Albert L. Maillard, president; Frank J. Argast, vice president; J. R. Colbille, Jr., secretary; Max Lewis assistant secretary; O. T. Fitzwater, treasurer; and Harry Rasmussen, assistant treasurer.

Mr. Maillard was president of the International Association of Electrical Leagues in 1955. Mr. Argast is vice president of the Farrell-Argast Electric Co., Indianapolis wholesalers.

**KANSAS CITY**—The Electric Association of Kansas City is now making plans for the 1957 Industrial Trade Show. Arrangements have been made to hold the show in mid-April, 1957, in Kansas City's Municipal Auditorium.

## NEW LITERATURE

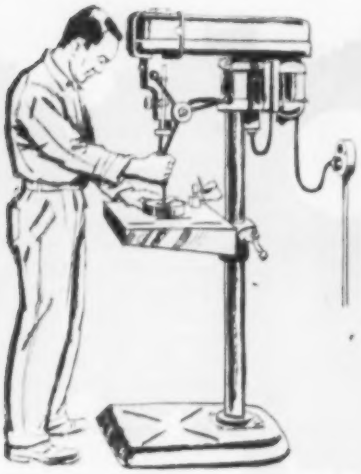
**Electric Heating**—A guide for use in planning the installation of residential electric heating equipment and in estimating operational costs of such equipment, is designed to assist utilities, dealers, contractors and distributors. The manual contains some of the following recommendations: standard method for computing heat loss; method of selecting the proper size of electric heating equipment; formula for estimating the annual operating costs for electric heating installaions. Additional information may be obtained from NEMA, 155 East 44th St., New York 17, N. Y.

**Anchor**—"Pin-Grip" is the trade name of the latest fastening device made by the manufacturer. It is a masonry drive anchor that is claimed to speed up fastenings to masonry. Details of application and simplicity of installation are described in a new folder. Included are specifications of masonry sizes and drilling hints. The brochure may be obtained from Star Expansion, 142 Liberty St., New York 6, N. Y.

**Conveyor**—Four-page illustrated bulletin shows features and uses of overhead trolley conveyors. Described are the many uses of the conveyor system including its application to transportation, processing, storage, assembly and other phases of warehousing. Copies may be obtained from Rapistan-Keystone Inc., 21750 W. 8 Mile Rd., Detroit 19, Mich.

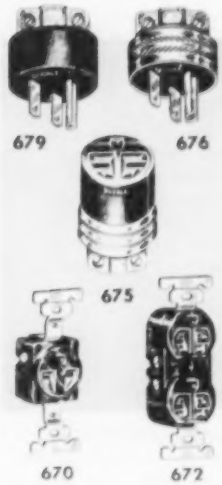
**Fluorescent Fixture**—A two-color bulletin on the recently introduced "Fluoroflood" fixture is designated GEA-6436A. The eight-page publication discusses various industrial and commercial uses of fluorescent floodlight illumination with particular em-

# GROUNDED...FOR SAFETY



## WITH RODALE PARALLEL AND TANDEM 3-WIRE GROUNDING DEVICES

### A COMPLETE LINE OF QUALITY 3-WIRE RECEPTACLES, CAPS AND CORD CONNECTORS



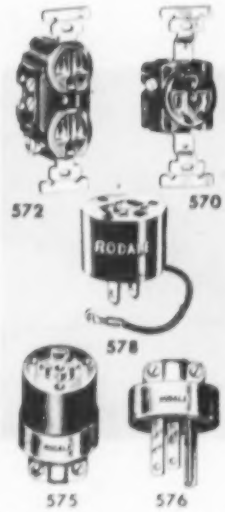

250V

Where equipment is operated at more than 150 volts to ground, where equipment is operated by persons standing on metal floors or in wet places, in hazardous locations . . . NEC makes it mandatory to ground electrical equipment. Grounding is also advised for installations where 125 volt equipment is used.

THAT MEANS: equipment must be produced with 3-wire grounding caps . . . and 3-wire grounding receptacles must be installed to accommodate this equipment in home, commercial and industrial locations.

AND THAT MEANS . . . Rodale parallel and tandem devices! Rodale offers a complete line of precision-manufactured receptacles, caps and cord connectors for every 3-wire grounding device application. Incorporating top quality materials and rugged construction . . . available in a variety of materials—bakelite, rubber, neoprene, metal . . . Rodale 3-wire devices are better because they are designed to do a *better* job!

Insist on Rodale for all your wiring device requirements . . . it's your assurance of top quality at no more than regular cost.




125V

**Sold only through Electrical Wholesalers**

*Write for complete information to:*

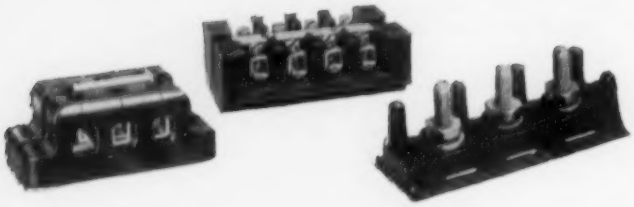
**Rodale** MANUFACTURING CO., INC. DEPT. EW6 EMMAUS, PENNA.

*Electrical Wholesalers:*
*See us at the N. A. E. D. Convention - Booth 705 and hear about some new and exciting products coming from Rodale*

JUST ONE...

of over 200 ads working for you this year in 40 leading National and Regional publications, helping YOU sell Buchanan products to your contracting, maintenance and industrial customers

**BUCHANAN** *terminal blocks*



**pres-SURE-blocks . . .**
750 volts—"one-piece" units, or separate sections—slip-fit sections for hand-assembly, pres-fit for permanent assembly—contacts for stripped wire (#18 thru #4, to 70 amp's), for terminal-ended wires (#8 and smaller, to 35 amp's)—any number of circuits.

**"One-Piece" Terminal Blocks . . .**
750 volts, 50 amp's—solderless connectors for #16 thru #6, strap connectors for terminal-ended wires—4, 6, 8, & 12 circuits.

***AN* type Terminal Strips . . .**
Per AN 3436 or other Government or commercial specifications—#6 studs, 1-20 circuits; #8 or #10 studs; 1-16 circuits, 1/4", 5/16" or 3/8" studs, 1-8 circuits.

***Send for Bulletin*** W6

For blocks with special materials, finishes, circuiting arrangements, covers, marking details, etc.—Send us your specifications.

**BUCHANAN**
ELECTRICAL PRODUCTS CORPORATION
HILLSIDE, NEW JERSEY

IN CANADA / Gosaccumulator Co. (Canada) Ltd., 12 Gower St., Toronto 16, Ontario

phasis on outdoor advertising poster panel applications. It describes in detail the outstanding features of the new lighting fixture and presents a table of cost comparision data which reflects the economies of the unit. Copies may be obtained by writing the General Electric Co., Schenectady 5, N. Y.

**Bus**—A 62 page publication is designed to help make the selection of bus conductors easier. Included are tables regarding such shapes as channels, ventilated square tubes and round tubes. There are tables for other rigid bus conductor shapes and also data for bare copper wire and cables, as well as for the most commonly used alloy wires. Ask for publication C-25, "Copper Conductors." Published by The American Brass Co., Waterbury, Conn.

**Truck**—One-man truck that delivers and installs air conditioners and appliances from truck to ground, upstairs or down, is described in a new brochure. The brochure details, in photographs and drawings, how one man is able to install window air conditioners. Published by the Fairbanks Co., 393 Lafayette St., New York 3, N. Y.

**Recessed Lighting**—Twenty-page engineering bulletin presents specifications, cross-sectional construction drawings, candlepower distribution curves and coefficients of utilization for a wide line of shallow and deep recessed incandescent lighting units. The two-color folio presents this data in a clear, functional layout, using one page for each fixture model. The format was selected to afford ease and convenience to the architect and engineer in selecting the units for various applications. For copies of folio no. B-60, write to Gruber Lighting, 125 So. First St., Brooklyn 11, N. Y.

**Distribution** — System engineered equipment for industrial plants, bulletin GED-3039, consists of 48 pages. It gives information on distribution system planning, features, advantages, applications, operation and other data on system-engineered equipment for industrial power distribution. Copies are available from the General Electric Co., Schenectady 5, N. Y.

**Lighting** — Industrial lighting booklet is titled, "Better Industrial Lighting with Mercury Vapor." The purpose of the booklet is "to point out to the plant manager or engineer, how he can improve industrial seeing and working conditions at lower cost." Ten photographs show typical applications of

mercury vapor lamps. The booklet also contains a section of engineering hints for effective installations. It discusses the proper use of high bay reflectors and tells various ways to meet color requirements. Information on how to combine the lamps with fluorescent or incandescent lighting is also described. A section is devoted to an analysis of comparative costs for various types of lighting. The booklet may be had by writing Sylvania Electric Products Inc., Salem, Mass.

**Raceway**—"The Modern Way to Provide Convenience Outlets Unlimited" is the title of a new circular concerning the complete line of "Plugmold" systems. The circular illustrates and describes the five sizes of "Plugmold" raceways 3000, 2200, 2100, 2000 and 1900 with capacities up to 10 no. 6 conductors. Prepared for electrical contractors, maintenance people, architects, engineers, builders. A copy may be secured by writing to The Wiremold Co., Hartford 10, Conn.

**Wire, Cable**—A composite wire and cable price list, which is said to give the electrical distributor—for the first time—an immediate and simplified price and discount reference to frequently ordered items, and cuts the distributor's clerical costs is numbered

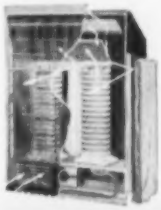

MORE AND MORE AND MORE...

BUILDERS ARE DEMANDING

EVERWARM RADIANT CABLE

The ceiling of every room radiates sun-like warmth . . . with never a care. Completely invisible, always clean, place furniture anywhere.

- FULL FACTORY WARRANTY
- LOW INSTALLATION COST
- LOW OPERATING COST
- COMPLETELY AUTOMATIC
- NO DRAFTS OR DIRTY WALLS



NEW ELECTRIC WALL HEATERS WITH

Guide-Ray CONE DESIGN

WRITE FOR LITERATURE

Angular design of "Guide-Ray" cone reflects more radiation **into room.** Ingenious location of thermostat bulb assures unusually uniform temperature. New high in heating comfort.

5 YEAR GUARANTEE

EVERWARM INC.

2924 N. CENTRAL AVE. KNOXVILLE, TENNESSEE



HERE IT IS . . . .

Designed and Manufactured By

MULBERRY . . . .

**The greatest improvement in outdoor receptacles in years. . . . An outdoor plate that will use any standard 2 wire or 3 wire grounded type receptacle.**

**Can be had with or without receptacles.**

**Simplifies the stock problem.**

MULBERRY METAL PRODUCTS INC.

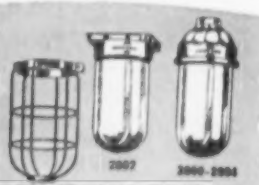
280 BADGER AVE., NEWARK 8, N. J.



JACKSON UNITS ARE RIGHT . . .

• GOOD SERVICE • GOOD PROFIT—Modern lighting for Industrials . . . Farms . . . Gardens . . . Rural Areas

Manufacturers of Reflectors — Yardlights — Vaporproof Units — Weatherproof Sockets — Outdoor Lights



2001-2005 2007 2000-2004 Vaporproof Units

1972-8974-8978 Porcelain Enameled Yardlights

1026

1314

1214

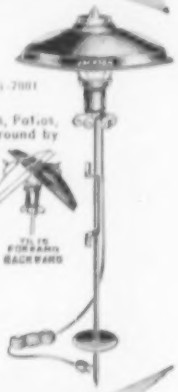
5900 Weatherproof Sockets

5901

GARDEN LIGHT

• For Garden and Recreational Illumination . . . Driveways, Paths, Flower Beds, Patios, Barbecues, etc. Spikes into ground by a step on easy stepdown plate. 14" tilting reflector gives direct light for eating, reading, or playing cards. Standard or yellow insect repellent bulb can be used—Black and Brass finish. 53" high — equipped with 20-ft. Heavy Duty Weatherproof Cord and plug — also bracket for winding when not in use.

$9.95 List



• SEND FOR CATALOG

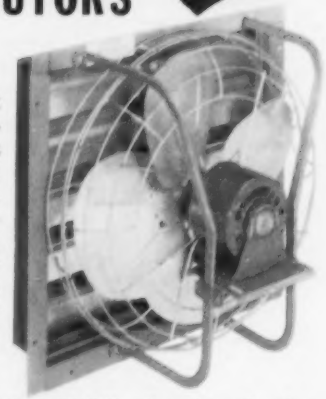
• SOLD ONLY THRU WHOLESALERS

JACKSON ELECTRICAL COMPANY

900-910 W. VAN BUREN STREET CHICAGO 7, ILLINOIS

# Here's News
## for profit-conscious DISTRIBUTORS

New! Efficient one piece ventilating units in 12-16-20 and 24" blade sizes. Includes automatic shutter, guard, motor and blade in one assembly. Easy installation.



Write NOW
for amazing LOW PRICES—Complete Catalog

**EMGLO** *Products*
80 MESSENGER STREET • JOHNSTOWN, PA.


101-C. The new form is printed on both sides of one 8½ by 11 inch sheet and contains the data on products formerly covered by approximately 50 pages. It specifies distributor sale and resale prices and discounts on various types of wire and cable as well as reel prices. For a copy of the distributor "Composite Price List," write to Hatfield Wire & Cable Co., Dept. P., Hillside, N. J.

**Masking Tape**—A brochure describes all-purpose masking tapes now available from the manufacturer. Of the three main lines of tape described in the brochure, two offer flexibility, an important factor in many masking operations. These are crepe-backed tape, designed primarily for use where maximum stretch is required, and the new flexible flatback tape for use where moderate stretch is required. The third is a strong flatback tape where extra strength is needed. Copies may be had from dept T-2, Permacel Tape Corp., New Brunswick, N. J.

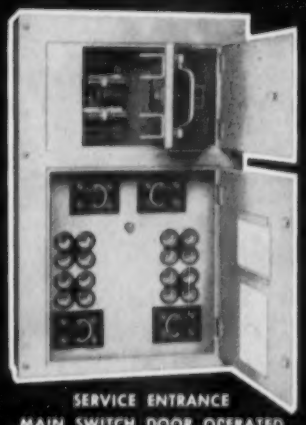
**Fittings**—Revised catalog is made up of two parts—a 44 page illustrated-information-specification group and a 24 page pricing information group, bound in a single cover. The main body is divided into seven sections—copper to copper fittings, copper to


WADSWORTH

*New*
"E-Z-RED" CIRCUIT BREAKERS
12 - 16 OR 20 BRANCH CIRCUITS
SINGLE AND/OR DOUBLE POLE

**100 AMP.**
FUSIBLE MAIN DISCONNECT
FOR "E-Z-RED" (15 TO 50 AMP.)
CIRCUIT BREAKER BRANCH CIRCUITS
*for Range, Dryer, Lights, Washer, Appliances, Water Heater, Heating Panels, Air Conditioner, etc.*

**200 AMP. FUSIBLE MAIN**
**ADEQUATE WIRING** *for today and tomorrow!*



SERVICE ENTRANCE
MAIN SWITCH DOOR OPERATED
*for Range, Dryer, Water Heater and Sub Feeds.*
Plug Fuse Receptacles can be used for 240 Volt Heater Circuits or 125 Volt Lighting and Appliance Circuits.

The WADSWORTH ELECTRIC MFG. CO. INC.
Covington, Kentucky
WRITE FOR FREE CATALOG



**This "package" sells... more PROFIT for you**

*Announcemat**

**Signal and Alarm Systems**

One complete compact package unit for all purpose signal and alarm systems. Nothing else to buy—quality built for a lifetime of service and fully guaranteed. Announces visitors in offices, shops, laboratories, etc. Protection alarm for homes, plants or danger areas. Announcemat signal alarm system operates by a thin, sensitive, 18"x30" vinyl plastic mat switch—lies flat on bare floor or under carpet. Low voltage—anyone can install.

One complete unit: Mat Switch, plug-in transformer with 6 ft. lead, wall chime, (bell or buzzer) and 25 ft. of low voltage cable. $27.95 list price carries profitable margin.

Write for bulletin AO-21, jobber discounts, and a supply of "stuffers" for test mailing with invoices, etc.

*TRADEMARK

THE **RECORA** CO., INC.
6100 South Archer Road • Summit, Illinois

aluminum fittings, aluminum to aluminum fittings, ground rods and accessories, terminal lugs, compression fittings and hoists. Each item is labeled with a "price schedule number" such as A-1, A-2, etc. The catalog may be obtained, without covers for binding in your own buying catalog, or with covers, from Jasper Blackburn Corp., 35 Madison St., St. Louis 6, Mo.

**Lighting**—Enlarged edition of the fully illustrated catalog, "Lighting for Modern Living," is printed in six colors. The 32-page catalog includes the latest additions to the manufacturer's line of residential and commercial lighting fixtures. Among the fixtures are: "Hi-Hat" round recessed boxes; pull-downs; "Arro-Lite," a new, fully enclosed fluorescent unit; and others. Also included are technical information, lighting curves, and actual lighting applications. This selling tool may be had by writing Markstone Manufacturing Co., 2460 West George St., Chicago 18, Ill.

**Store Lighting**—Manual on hardware store lighting, "Better Lighting for Bigger Sales in Hardware Store," was prepared with the help of the National Retail Hardware Assn. It is written from the retailer's point of view. Information includes pointers on proper lighting in relationship to store loca-

POWERCRAFT
STOCKS FOR IMMEDIATE SHIPMENT
PRIMARY BUS SUPPORTS

• Contractors, Industrials, and Utilities rely on the accuracy of these Bus Supports to meet exacting service conditions. Available for Indoor and Outdoor Service—flat or pipe mounting. Conform to NEMA standards. POWERCRAFT invites your inquiries on any special Bus Support requirement. Other POWERCRAFT Products . . . Indoor and Outdoor Disconnecting Switches, Bus Clamps, Power Connectors, Pipe Frame Fittings for 1¼" I. P. S. Pipe, and Clamp Insulator Supports.
Send for new catalog.

POWERCRAFT CORPORATION
2215 De Kalb St. Phone
St. Louis 4, Mo. Prospect 6-4532
Since 1932



GEM
GUARANTEED UNBREAKABLE

No. 793 Brown No. 794 Ivory
NEW THREE-WAY
ALL VINYL EXTENSION CORD SET
Color Matched - BROWN or IVORY
with DOUBLE WIPE CONTACTS that assure
A POSITIVE ELECTRICAL CONNECTION
Available in
6 Ft., 9 Ft., 12 Ft., 15 Ft., & 20 Ft.
LISTED BY UNDERWRITERS' LABORATORIES, INC.
WRITE FOR COMPLETE CATALOGUE.

GEM ELECTRIC MANUFACTURING COMPANY, INC.
237 37th Street, Brooklyn 32, N. Y.



PREVIEW of TRINE'S NEW all brass LIGHT push button with "PILOT-LITE"

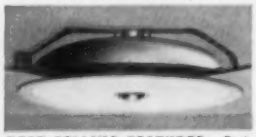
*See next month's Electrical Wholesaling*

*Ask about Trine's New Light Push Button at the NAED Convention*
TRINE MFG. CORP., 1430 Ferris Place, New York 61, N.Y.

# WHY SUBSTITUTE?

*Let us prove that meeting specifications for "kurt versen" WITH KURT VERSEN means money in YOUR pocket!*

**kurt versen** ★
RECESSED *Dome and Hi-hat fixtures*



**BEST SELLING FEATURES**—Patented NO-FRAMING method of installation and integral splice box and yoke cut installation time one half.

**kurt versen** ★
SWIVEL *Single, Double and Triple reflector units*

**BEST SELLING FEATURES**—Patented Uni-Versen wrist action Swivels in almost any type or combination of mounts. Standard and custom finishes.

*Write today for information and the name of the Kurt Versen representative nearest you.*

**Sold exclusively through wholesalers.**

**kurt versen** ★
INDIRECT *Concentric Ring and Bowl fixtures*

**BEST SELLING FEATURES**—Patented, concealed, hang straight swivels with 28° swing; solid aluminum hangers; threadless, twistlock connections.

**kurt versen** ★
DECORATIVE *Opal Glass Bowl and Sphere fixtures*

**BEST SELLING FEATURES**—Distinctive kurt versen decorative illumination supplied in a variety of fixtures for pendant, ceiling or wall installations.

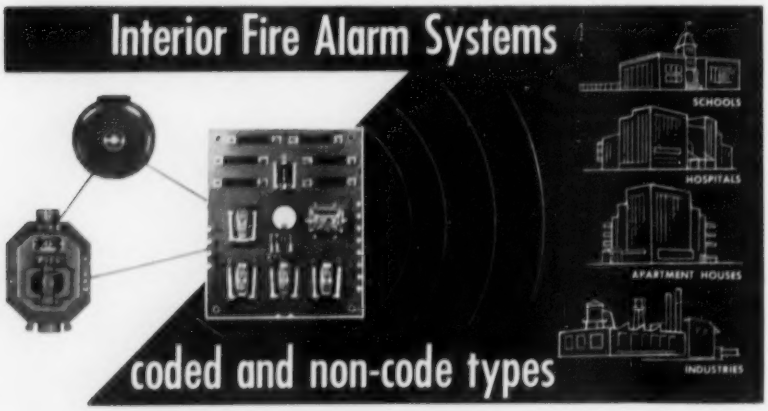
**kurt versen company**
Englewood, New Jersey, 12
Contemporary lighting creatively engineered!


tion, types of merchandise handled, economy, maintenance, store flexibility. Typical store layouts are shown plus recommended lighting levels for various store areas. The four basic principles for "quick service" selling of hardware are listed. One section of the booklet shows various mounting methods for lighting fixtures and describes the different lamp types and color shades of fluorescent lamps. Another section contains hints on how to select the proper lighting system for the store and the relative cost of each. The booklet is available without cost from Sylvania Electric Products Inc., New York, N. Y.

**Tubing**—Thirty-six page brochure on metallic tubing for various uses is now available. The two-color brochure includes illustrations, descriptions, specifications. It is published by the Nikoh Tube Co., 5000 S. Whipple, Chicago 32, Ill.

**Tools**—Revised edition of an abrasive cut-off bulletin includes information on pipe cutting, grooving and threading equipment. The bulletin gives specifications, descriptions, cutting times, plus other important factors. For additional information, contact Beaver Pipe Tools, Warren, Ohio.


## Interior Fire Alarm Systems




## coded and non-code types

**Complete reliability** is the one thing we demand from a fire alarm system. Therefore, when ordering Interior Fire Alarm Systems, be sure to specify equipment (control panels, stations, and fire alarm bells) produced by Wheelock Signals, Inc., the originators of A-C Fire Alarm Systems.

Both coded and non-code types are available in various arrangements depending on type of building or establishment. Although Interior Fire Alarm Systems are intended primarily for warning occupants of a building, they can be connected into a municipal system. *Write for Bulletin FA-5*

Engineering representatives in principal cities are available to assist in specifications.

Original Engineering & Mfg. Co. has changed its name to
*Wheelock* SIGNALS
FIRE ALARM — LONG BRANCH, N. J.

Two New Minerallac Quality Products Designed for Jobs Too Heavy for Standard Jiffy Clips

**MINERALLAC**
**Heavy Duty AND Medium**
**JIFFY CLIPS**

Made of heavier materials! Has exclusive inverted rib, that provides more strength at the bend of clip . . . and, of course, adds the benefits of famous "Snap On" feature!

In stock in Zinc-Plated Steel for Thin Wall or Rigid Conduit up to 6". (Hot Dipped Galvanized may be obtained on order) Can be substituted for malleable clips.

*Order From Your Electrical Wholesaler*

SEND FOR LITERATURE
MINERALLAC ELECTRIC COMPANY
25 North Peoria St. Chicago 7, Ill.

**MINERALLAC**

**Handbook of Employee Relations**
**John Cameron Aspley**
**Dartnell Corp.**
**Chicago, Ill.**

This book is the 4th edition of the "Industrial Relations Handbook" with a new title to meet the new trend in business and industry. While it still concerns itself with maintaining good general employee relationships it also considers more specifically employee relations in the management of department stores, banks, insurance companies, publishing, real estate, chain stores, government, farming, etc. Deals with human relations rather than just industrial relations.
**1639 pages**

**Report Writing for Accountants**
**Jennie M. Palen**
**Prentice-Hall**
**Englewood Cliffs, N. J.**

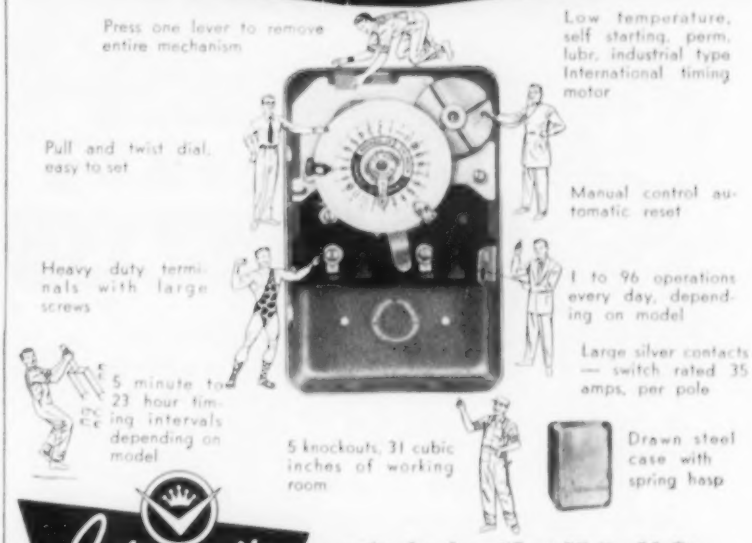
Explains the responsibilities of the independent auditor, then shows you step-by-step, how to prepare reports, balance sheet, income statement, schedules, consolidated statements, opinion. Four chapters, devoted to correct English for accountants, give you tips on: techniques of writing the comments, tone, paragraphing.
**602 pages**


K&H Solderless Terminal LUGS
A SIZE and TYPE for every need!
K&H Solderless CONNECTORS

WRITE FOR CATALOG
KRUEGER & HUDEPOHL, INC.
THIRD & VINE STS., CINCINNATI 2, OHIO



What every good counterman and boss should know
.. the facts about Intermatic




Intermatic TIME SWITCHES
write for free "Fact-File" 66-Qt
INTERNATIONAL REGISTER CO.
2624 West Washington Boulevard, Chicago 12, Illinois



Specify KNOX WIRING DEVICES
Increased Sales and Profits
• FOR DOLLAR VALUE • FOR QUALITY
• FOR SERVICE • FOR SAFETY

50 Amps
250 Volts
No. 599
RANGE RECEPTACLE
SURFACE TYPE & WIRE
You'll find every KNOX product is made of fine quality materials . . . plus precision engineering and 33 years of manufacturing skill and "know-how" . . . a combination that assures you of a fine product, durable, safe and easily installed. For best results, specify KNOX
Write for free Illustrated Catalog
KNOX PORCELAIN CORPORATION
KNOXVILLE 1, TENNESSEE

Sensational NEW! 360° REVOLVING LIGHT

TRIPPE HI-BALL

HI-POWERED ATTENTION GETTER FOR:

★ MOTELS
★ RESTAURANTS
★ DRIVE-IN THEATERS
★ TAVERNS
★ GOLF RANGES
★ FACTORIES
★ DOCKS
★ CAR LOTS

and a host of others.

Low in price, beautiful in appearance, built to last, sells on sight.

*WIRE or WRITE Today for Catalog and Distributor Costs*

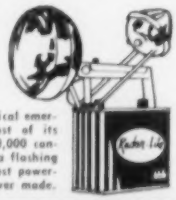
TRIPPE MANUFACTURING CO.
133 N. Jefferson Street, Chicago, Illinois

BURGESS Your best bet for SALES!

Sales and profits that hop up and stay up are yours with the complete line of Burgess batteries and flashlights. Heavy consumer advertising, a strong family identity, and sparkling new vendors do your selling for you—fast, certain with profit. There is a Burgess flashlight, battery, penlight, pocketlight for every need, and Burgess line of factory-guaranteed, brightly-styled batteries is known the world over. Burgess is your customer's better buy!

NEW

Radar-Lite



The Radar-Lite is a rugged, practical emergency light at one-third the cost of its heavy-duty ancestors. It has a 40,000 candlepower sealed beam lamp and a flashing red signal. It has the newest, most powerful lantern battery Burgess has ever made.

POWERFUL CONSUMER ADS APPEAR IN

- Saturday Evening Post
- Life
- Sports Illustrated
- Farm Journal
- The American Magazine
- Outdoor Life

PLUS A COMPLETE LINE OF STANDARD LIGHTS & BATTERIES

Metal-Clad 6 volt battery for general outdoor applications!

Little-Six and Giant-Six

1½ volt dry cells for general ignition, telephone, and electronic service.

Flashlights are available in gleaming combinations of chrome and enamel in 2, 3, and 5-cell models, and in eye-catching display assortments.

BURGESS BATTERIES BURGESS BATTERY COMPANY FREEPORT, ILL.

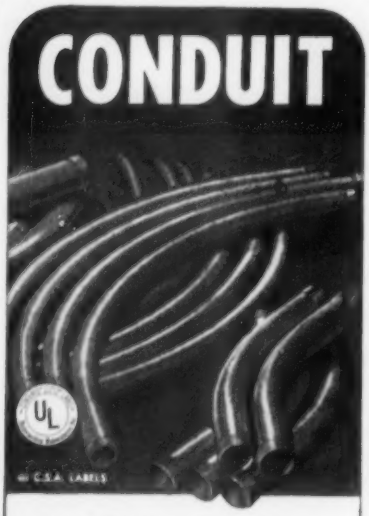

**Successful Executive Action**
**Edward C. Schleh**
**Prentice-Hall**
**Englewood Cliffs, N. J.**

A practical course in getting executive results. Presents principles and material to help coordinate the diverse efforts of management toward company objectives. Discusses top management methods, administrative controls, creative executive development, a guide to achieving peak effectiveness of line, staff and top executives, and a rule of errors principally to enable executives to force others to assume their share of responsibility. Shows in graphic detail how these techniques have been applied and have brought results, in many different types of business.
**252 pages**

**How To Run a Small Business**
**J. K. Lasser, Sydney Prerau**
**McGraw-Hill Book Co.**
**New York, N. Y.**

A guide to profitable operation of retail stores, small plants and commercial offices. Gives help on how to finance your business, how to build your sales, guides to good plant management, buying insurance most wisely, cutting office costs to a minimum and other means to keep a business going profitably.
**332 pages**


CONDUIT




• ELBOWS – *Large Radius, Standard Radius, E M T*

PIPE NIPPLES
COUPLINGS
RUNNING THREAD PIPE
WALL PLATES • GOOSENECKS

Write for Catalog

CONDUIT NIPPLE MFG CO.
1455 Spring Garden Ave. PITTSBURGH 12, PA.

### Management Training

**William J. McLarney**
**Homewood, Inc.**
**New York, N. Y.**

Supplies cases and principles to be used in a conference program of management training, keyed to the first-line supervisor and the middle-management man. Designed to improve the performance of men on these jobs and to prepare men to advance to such jobs. The training course is divided into four parts: the management team; job management; developing the work team; maintaining the work team.

**371 pages**

### Encyclopedia of Tax Procedures

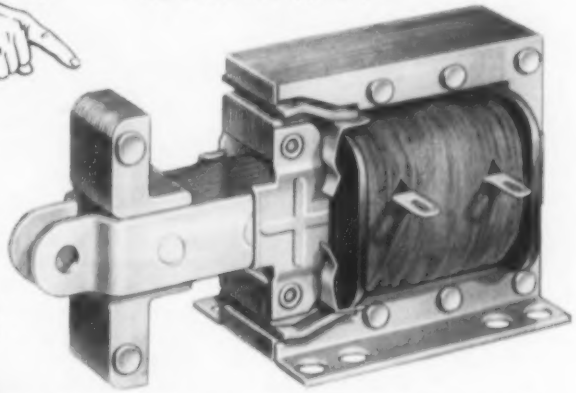
**J. K. Lasser Tax Institute**
**McGraw-Hill Book Co.**
**New York, N. Y.**

Contains 95 articles, written by tax specialists, covering business and personal transactions. Geared to the 1954 code. Divided into 9 sections. These include: planning an organization and operation; reorganizing the business; business accounting; business expenses and losses; business management problems; dividends and other relations with stockholders; making sales and exchanges; making particular types of sales or purchases; individual transactions. Indexed.

**1632 pages**

**Build Satisfied Repeat Trade with Soreng Stock Solenoids**

The most widely used a-c solenoid among original equipment manufacturers is now available to you in any quantity. Four basic types equip you for most a-c solenoid applications.



*For complete information and prices, write for Stock Solenoid Bulletin.*

CONTROLS CORPORATION OF AMERICA

SORENG DIVISION

9587 Soreng Avenue • Schiller Park, Illinois

**KEES**

**SOCKET METER COVER**

**Fits all standard "S" Type meters**

Made from 16 gauge zinc-coated, rust resistant steel and finished in gray baked-on enamel, the KEES Socket Meter Cover is designed to prevent breakage of glass on socket meters and to insure long service in any climate. Outside diam.—8" and depth—5⅝" and over. Metal cover is also reported to minimize damage from excessive current surge due to electrical storms.

Write P. O. Box 611 for Free Electrical Catalogue

**F. D. KEES MFG. CO.**
**BEATRICE NEBRASKA**

Since 1874

**How we help you sell**

# FEEDRAIL® Trolley Busways

Active distributor support is an important phase of the FEEDRAIL sales program. This support extends far beyond the limits of national industrial and trade publication advertising.

FEEDRAIL backs up its distributors with a continual flow of selling tips showing how FEEDRAIL trolley busways make plant operations safer, faster, more economical — with a comprehensive direct mail program directed to manufacturers — with cataloging aids — shows and exhibits — and with competent engineering assistance where needed.

It is active, market-wise promotion like this that has built, and continues to build, acceptance for FEEDRAIL. It has made FEEDRAIL the "buy-word" for trolley busway electrification of cranes and hoists, moving test lines, production and assembly lines and portable tools.

Your nearest Feedrail representative is ready to serve you. For other details, write us. Attention Dept. W-6.

D4-2

ELECTRIC FEEDRAIL®

*Never Becomes Obsolete*

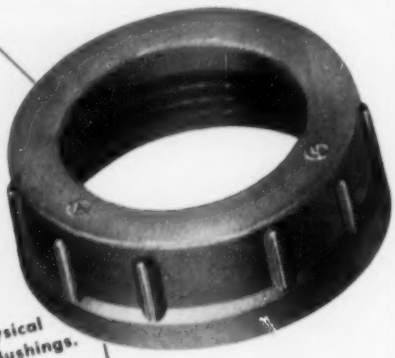
**FEEDRAIL CORPORATION**

Subsidiary of Russell & Stoll Company, Inc.

125 BARCLAY STREET • NEW YORK 7, N. Y.

SPECIALLY QUALIFIED REPRESENTATIVES IN PRINCIPAL CITIES





**ANNOUNCING!**
**ADALET'S *Pegi***
**(PolyEster Glass Insulating) PRECISION MOLDED BUSHING**

No other molded bushing can even approach the physical properties of Adalet PEGI Bushings.

| | |
|---|---|
| STRENGTH | 10,000 psi tensile<br>15,000 psi flexural<br>20,000 psi compression |
| HEAT RESISTANCE | 350° F continuous<br>400° F intermittent |
| FLAME RESISTANCE | self extinguishing |
| DIELECTRIC | 390 volts per mil |
| WATER ABSORPTION | 1/10 of 1%<br>to 1/5 of 1% |

A FORWARD STEP by ADALET

Write for your FREE *Pegi* sample tagged as shown

THE *Adalet* MANUFACTURING COMPANY
14300 LORAIN AVENUE • CLEVELAND 11, OHIO


## NEW PRODUCTS YOU CAN USE

### Shelving

**Metropolitan Wire Goods Corp., 70 Washington St., Brooklyn 1, N. Y.**

Two features of this shelving are its quick assembly and heavy load capacity. The material used is heavy weight steel rod, into which notches are cut to close tolerance, so that the shelves and uprights are locked into place. The notched wires slide easily into place, assembly takes only minutes. The shelving comes in various sizes.

### Tote Boxes

**Convoy, Inc., Canton, Ohio**

Series of "stacking-nesting" tote boxes has just been introduced. Bail handles of 7 gauge steel rod flip in for stacking, out and down for nesting, and reduce storage space by 75 per cent, according to the manufacturer. The box itself is formed of heavy duty corrugated board, especially processed.

### Conveyor

**The Rapids-Standard Co., Inc., Grand Rapids, Mich.**

Space-saving "live" storage is now available because of a model modification made in the "Rapistan Flow Track," a rack conveyor strip. The


**IN-A-WALL CLOCK**
***Modern . . . NEW***

Can be built into wall with ease . . . in kitchen, den, office, hall, or in ceiling. The clock comes in kit form which contains a well-known make of self-starting electric clock movement, hour hand, minute hand, sweep second hand, complete instruction sheet and diagram, and a template for placing the hour markers on the wall.

Just what the public has been asking for—

Electricians are installing them everywhere—Electrical Supply Houses are getting calls for them . . . How Many Calls Have You Had?

***Retail Price $17.95 (plus tax)***

Write for complete information and price structure.

**WISCONSIN CLOCK CO.**

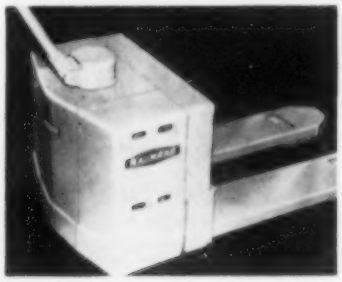
*Home of the In-A-Wall Clocks*

1561 W. Windlake Ave.
Milwaukee 15, Wisconsin

FOR MODERN QUALITY FITTINGS *Specify* ATLANTIC

ATLANTIC CONDUIT FITTINGS COMPANY
BOSTON, MASSACHUSETTS


original model was designed with wheels mounted in the track so that it could be used in any storage application. The new model is designed for use where the same material is held at all times. The wheels are mounted on the side of the track in a low position so the track itself acts as a guard rail.



**Electric Trucks**

**The Raymond Corporation, Greene, N. Y.**

Design of the new walkie truck features compactness. The overall length of 20½ inches is greater than the load length. This is said to make the model extremely short and very maneuverable. A special button—a safety feature—on the end of the handle, puts the truck into reverse direction when it presses against the operator. Other features: three travel speeds; fingertip controls.


# EMCB

*The Specialized Credit Service for Manufacturers who distribute through Electrical Wholesalers*

- *Credit Rating Book & Directory of Electrical Wholesalers*
- *Individual Credit Reports*
- *Unlimited-Free Reciprocal Ledger Interchange Reports*
- *Delinquent Accounts Bulletin (monthly)*
- *Accounts Placed For Collection Bulletin (monthly)*
- *List Newly Established Electrical Wholesalers (monthly)*
- *And other services*

See us in Booth #307 — 48th Annual Convention
Ambassador Hotel, Atlantic City, N.J.

THE ELECTRICAL MANUFACTURERS' CREDIT BUREAU, INC.

*Main Office*
205 W. Wacker Drive, Chicago 6, Ill.
Telephone ANdover 3-3080

- NEW YORK OFFICE
165 West 46th Street — Circle 6-8908
- LOS ANGELES OFFICE
2911 West 8th Street — Dunkirk 4-3518



WHO'S BUYING BOOST & BUCK TRANSFORMERS ?

Whenever a 220/230/240 volt single phase circuit must be tapped from a power transformer to supply current to an air conditioner, exhaust blower, or other equipment driven by a 230 volt single phase motor, then there is a need for an Acme Boost and Buck Transformer.

Under the conditions indicated above, a 208 voltage supply would be obtained from the transformer connection. This is usually much too low to allow satisfactory performance of a motor rated at 220/230 or 240 volts.

To correct this low voltage condition, an Acme Electric Boost and Buck transformer connected to the supply line can increase voltage to the normal operating voltage required.

There are hundreds of sales opportunities for Acme Electric Boost and Buck transformers. Bulletin BB-199 gives you complete details.

? ARE YOU SELLING THEM

ACME ELECTRIC CORPORATION
676 WATER STREET CUBA, NEW YORK

Acme Electric TRANSFORMERS

# Latrobe *Electrical* Products

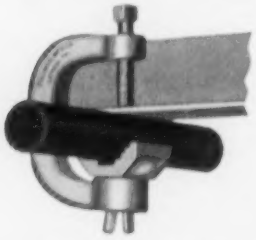
**EASY TO INSTALL**

**There are no excess screws, wires or complicated parts in "Latrobe" Floor Boxes or Wiring Specialties. Their design and mechanism is simple, sure and compact.**

**That is why "Latrobe" Products are so quick and easy to install—so efficient in service.**

**ADJUSTABLE FLOOR BOXES**

Adjustable Floor Boxes are now bonded which makes them fire-proof—come in single round or square bodies—also furnished in square single gang, two gang, three gang and four gang types.



**PIPE OR CONDUIT HANGER**

Most economical and best pipe hanger sold today. The saddle comes firmly fastened to the hanger bracket and cannot drop out. For hanging pipe or conduit ½", ¾", and 1" to steel beams up to ⅛" thick. Larger sizes for larger pipe.

**Latrobe Products**

**Non-Adjustable Floor Boxes**
**Adjustable Floor Boxes**
**Gang Boxes . . . Cover Plates**
**Junction Boxes . . . Nozzles**
**Pipe or Conduit Hangers**
**Insulator Supports**
**Cable Supports . . . Fish Wire**
**Staple and Cable Clips**

***Write for new catalog***

**Sales Representatives in all principal cities.**

**Fullman Manufacturing Co.**
1209-1215 JEFFERSON STREET
LATROBE, PA.


## SALES AIDS

**Sunwarm, Inc.,** Kingsport, Tenn.—A pocket-sized "Cable Spacing Guide" is for use by electrical contractors in installing ceiling heating cable. The plastic guide gives the "net square feet" for any size room from 4-ft by 4-ft to 20-ft by 25-ft and shows the correct spacing for radiant heating cable of varying wattages from 400 to 4,400. One edge of the heavy plastic guide is a convenient ruler, with inches marked in tenths, corresponding to the decimal graduations on the cable spacing chart.

**Mitchell Manufacturing Co.,** Chicago, Ill.—A room air conditioner display with a built-in sales talk is for appliance stores. The display graphically depicts each of the integral parts of a room air conditioner and points up the function of each. Information includes how an air conditioner works and the importance of its component parts. The display mounts directly on the top of any Mitchell air conditioner. It features a cut-away view of the interior of the unit. All integral parts of the air conditioner are numbered and keyed to a legend at the top of the display which identifies and tells the function of each part.


AT IT SINCE '93
ALLEN
SPECIALISTS
FLUX FOR SODERING BRAZING • WELDING
L. B. ALLEN CO., Inc.
6701 BRYN MAWR AVE.
CHICAGO 31, ILL.

Established ★ ★ 1·9·2·9
Efficient MIDWEST COVERAGE
For Manufacturers of Electrical Products
Four Salesmen
8000 Sq. Ft. Ground Floor Warehouse
Truck-load Dock Facilities
Lint ELECTRIC SALES, INC.
2323 W. 18TH STREET
CHICAGO 8, ILL.

Sell LIQUATITE

**Get Big Profits From Right Wiring For Rough Industrial Jobs**

Liquatite is the machine tool gray vinyl plastic covered liquid-tite flexible conduit so widely used on rough industrial jobs to insure tight, dry raceways that eliminate costly shorts, burnouts and down time.

Start cashing in on this readymade profitable industrial market today.

Liquatite flexible conduit sizes range from ⅜" to 4". Standard color is gray. Other colors available on special order.

Counter displays and other sales aides furnished.

Sold only through electrical wholesalers.

**LIQUATITE SPECIAL**

**LIQUATITE comes in a special pay-out carton to eliminate knots and tangles and prevent injury to conduit!**

ELECTRI-FLEX COMPANY
ROSELLE • ILLINOIS

# CLASSIFIED *SELLING OPPORTUNITIES* ADVERTISING

AGENTS WANTED . LINES WANTED . POSITIONS WANTED . BUSINESS OPPORTUNITIES

—RATES—

UNDISPLAYED

$1.20 per line, minimum 3 lines. To figure advance payment count 5 average words as a line.

Box Numbers—counts as 1 line.

Discount of 10% if full payment is made in advance for 4 consecutive insertions.

DISPLAYED

The advertising rate is $11.50 per inch for all advertising appearing on other than a contract basis. Contract rates quoted on request.

An advertising inch is measured ⅞" vertically on a column—3 columns—20 inches to a page.

Send NEW ADS or INQUIRIES to Classified Advertising Div. of ELECTRICAL WHOLESALING, 330 W. 42nd St., N. Y. 36

*REPLIES (Box No.): Address to office nearest you*
*NEW YORK: 330 W. 42nd St. (36)*
*CHICAGO: 520 N. Michigan Ave. (11)*
*SAN FRANCISCO: 68 Post St. (4)*

## SELLING OPPORTUNITIES OFFERED

**California supply & apparatus distributor since** 1908 with best brands needs experienced salesman. Top producers only need apply. Full resume to The Electric Corp. Box 2455, Los Angeles 54. Confidential.

**Some territories open in Mid-West and Far West** for manufacturers representatives in handling a top calibre line of nationally known copper lanterns. RW 1762, Elec. Wholesaling.

**Wanted: Agents to handle line competitively** priced extension cords. Most territories available. RW 1783, Electrical Wholesaling.

## SELLING OPPORTUNITIES WANTED

**Lines Wanted—Sales Engineer, 36, planning new** agency. 8 yrs. experience selling to wholesalers. Will cover Eastern Penna., South Jersey, Delaware, Maryland & D.C. Have good tech. sales background. SA 1559, Elec. Wholesaling.

**New England Manufacturers agent has opening** for quality jobber line. Limited warehouse space. SA 1830, Electrical Wholesaling.

**Agent, covering Electrical fixture and supply,** hardware accounts in Kentucky, Indiana, and Southern Ohio. Desires additional lines of wire, fittings, etc. RA 1690, Electrical Wholesaling.

WANTED

### ADDITIONAL LINES NORTHERN OHIO REPRESENTATIVES

**Long established Sales Agency, now representing top manufacturers, wishes new lines of Boxes, Devices, Wire and Cable, etc. New office and warehouse building. Now calling on Electrical Wholesalers, Contractors, Engineers, etc.**

**RA 1475 Electrical Wholesaling**
**520 N. Michigan Ave., Chicago 11, Ill.**

### SALES ORGANIZATION AVAILABLE

Young aggressive sales organization seeking additional lines. Complete constant coverage in New England (6 states). Regular scheduled calls to Electrical Wholesale Trade.

**R. A. 1550 Electrical Wholesaling**
**330 W. 42nd St., New York 36, N. Y.**

### Southern California Territory

Newly formed sales agency desires line of electrical products having good income potential. Young, aggressive and able. Available for eastern or mid-western interview.

**RA 1702 Electrical Wholesaling**
**520 N. Michigan Ave.**
**Chicago 11, Ill.**

### NEW SALES OPPORTUNITY

**EXCLUSIVE TERRITORIES**

**WE HAVE a new, low cost automotive product that converts any pickup truck into a compartmentized service unit — ideal for electrical contractors to use and for electrical wholesalers to sell.**

**WE NEED Manufacturers' Agents who are calling on electrical wholesalers to handle this profitable item on an exclusive territory basis. Point-of-sale displays and complete sales promotional materials are available.**

**S. W. 1584**

**ELECTRICAL WHOLESALING**

**330 W. 42 St., New York 36, N. Y.**

### MFR'S REPRESENTATIVES WANTED

**For a popular line of CONDUIT FITTINGS**

**New England, N.Y. State, Western Penna., Texas, Oklahoma, Missouri, Western Ohio, Illinois, Indiana, Michigan, Wisconsin, Minn., Iowa, Florida and Georgia.**

**RW 9363 Electrical Wholesaling**
**330 W. 42 St., New York 36, N. Y.**

### MFR'S REPRESENTATIVE WANTED

Prominent manufacturer of hack saw blades and hole saws desires additional representation in the electrical wholesale trade. We have two outstanding items to offer with some choice territories open. Reply to:

**R.W. 1646 Electrical Wholesaling**
**330 W. 42nd St., New York 36, N. Y.**

### ROBOT OPERATORS

OPEN - CLOSE - LOCK DOORS, GATES

*...Electronically*

COMMERCIAL, INDUSTRIAL
RESIDENTIAL & SPECIAL
Write for Catalog
ROBOT APPLIANCES, INC.
7041 ORCHARD - DEARBORN, MICHIGAN

### ARE YOU THIS SALES MANAGER?

***The Man We Want:***

**MUST find it essential to earn big money—and know how.**

**MUST want to work for success where his efforts can bear fruit immediately.**

**MUST have experience in electrical lighting and/or allied fields.**

**MUST have the get-up-and-go to initiate, administrate, inspire sales ACTION.**

**MUST be able to select, establish, direct sales representatives throughout the country.**

**MUST be personable, cooperative, determined, logical.**

**MUST be willing to relocate (if necessary) in an area (Northern New Jersey, near New York City) where life is really worth living.**

If you're this man, we need you NOW to direct the product sales of the commercial lighting fixtures we manufacture and supply to industry, the Government and electric wholesalers.

Send complete resume, recent photograph and salary requirements to

**P. 1705 Electrical Wholesaling**
**330 West 42nd Street**
**New York 36, N. Y.**

### MFR'S REPRESENTATIVES WANTED

for a popular line of Portable Lamp Guards, Inspection Lights, Heavy Duty Rubber Plugs & Sockets, Electric Cord Reels, etc., for following territories: Metropolitan New York City & Northern New Jersey, Kansas, Western Missouri & Nebraska, Iowa and N. & S. Dakotas, Southern Ohio and Kentucky.

**RW 1647 Electrical Wholesaling**
**520 N. Michigan Ave.**

### LIGHTING SALES REPRESENTATIVE WANTED

Aggressive salesman with contacts in the electrical industry to represent a leading manufacturer of lighting equipment in the New England area. The Miller Company's complete line of lighting equipment, their program of product development and broader market coverage offers an excellent sales opportunity. For details write:

**E. S. Coe**
Eastern Regional Sales Manager
**1320 Lexington Avenue**
**Schenectady, New York**

# ADVERTISERS' INDEX


A

Abolite Lighting Div., The Jones Metal Products Co. 190
Accurate Mfg. Co. 149
Acme Electric Corp. 201
Adalet Mfg. Co., The 200
Adam Electric Co., Frank 44, 45
Advance Transformer Co. 42
Alkco Mfg. Co. 134
All-Steel Equipment Inc. 6
Allen Co., Inc., L. B. 202
American Blower Corp. 177
American Brass Co., The American Metal Hose Branch 24, 25
American Louver Co. 131
American Steel & Wire Div. U. S. Steel Corp. 52, 53
Anaconda Wire & Cable Co. 165
Appleton Electric Co. Second Cover
Arrolet Corp. 118
Arrow-Hart & Hegeman Electric Co., The 160, 161
Atlantic Conduit Fittings Co. 201
Atlas Electric Products Co. 144
Auth Electric Co., Inc. 80

B

Blackburn Corp., Jasper 143
Blackhawk Industries 145
Blackhawk Mfg. Co. 178
Briegel Method Tool Co. 2, 3
Buchanan Elect'l. Products Corp. 192
BullDog Electric Prods. Co. 10
Burgess Battery Co. 198
Burndy Engineering Co. 116
Bussmann Mfg. Co. Fourth Cover

C

Carol Cable Co., Div. of the Crescent Co., Inc. 119
Champion Lamp Works 88
Chase & Sons, Inc. 180
Circle F Mfg. Co. 104
Circle Wire & Cable, a Subsidiary of Cerro de Pasco Corp. 49
Clark Controller Co. 101
Clifton Conduit Co. 157
Collyer Insulated Wire Co. 133
Columbia Cable & Electric Corp. 29
Conduit Nipple Mfg. Co., Div. of Pittsburgh Nipple Works, Inc. 198
Conduit Pipe Products Co. 39
Continental Electric Equip. Co. 47
Continental Wire Corp. 184
Controls Corp. of America, Soreng Div. 199
Cornish Wire Co., Inc. 55
Crescent Ins. Wire & Cable Co. 124
Curtis Lighting, Inc. 38
Cutler-Hammer, Inc. 127

D

Diamond Wire & Cable Co. 120
Dossert Mfg. Corp. 128

E

Eagle Electric Mfg. Co., Inc. 166
Economy Fuse & Mfg. Co. 1
Edwards Co., Inc. 121
Electrical Fittings Corp. 135
Electrical Mfgrs. Credit Bureau 201
Electrical Wholesaling 83
Electric Tube Products 113
Electri-Flex Co. 202
Emglo Products 194
Essex Wire Corp., Paranite Wire & Cable Corp. 141
Everwarm Inc. 193
Exide Industrial Div., The Electric Storage Battery Co. 129
E. Z. Plastics Co. 151

F

Fasco Industries, Inc. 169
Feedrail Corp. 200
Fullman Mfg. Co. 202
Furnas Electric Co. 130

G

Gedney Electric Co. 115
Gem Electric Mfg. Co., Inc. 195
General Cable Corp. 58
General Electric Co.
Apparatus Sales Div. 84, 85, 171
Lamp Div. 187
Trumbull Components Dept. 50
General Switch Corp. 179
Globe Lighting Products, Inc. 40
Greenlee Tool Co. 170
Guth Co., The Edwin F. 114

H

Hatfield Wire & Cable Div. of Continental Copper & Steel Industries Inc. 36, 37
Hazard Ins. Wire Works 20, 21
Heinemann Electric Co. 162
Henderson-Hazel Corp. 167
Hubbell, Harvey Inc. 147
Huenefeld Co., The 125

I

Ideal Industries Inc. 173
Ilsco Corp. 136, 137
Imperial Lighting Products Co. 159
International Register 197
I-T-E Circuit Breaker Co. Small Air Circuit Breaker Div 26, 27

J

Jackson Electrical Co. 193
Jenkins Bros. 111
Jones Metal Prod. Co., The 190

K

Kees Mfg. Co., F. D. 199
Kennecott Copper Corp. 86, 87
Keystone Mfg. Co. 43
Killark Electric Mfg. Co. 34, 35
Kirlin Co., The 33
Knox Porcelain Corp. 197
Krueger & Hudepohl, Inc. 197

L

Leviton Mfg. Co. 28
Lint, Clyde W. 181
Lint Electric Sales, Inc. 202
Litecraft Mfg. Corp. 189

M

M&W Electric Mfg. Co., Inc., The 168
McCaffrey Mfg. & Supply Co. 176
McGill Mfg. Co., Inc. 112
McPhilben Mfg. Co. 156
Midwest Electric Mfg. Co. 30, 31
Miller Co., The 109
Minerallac Electric Co. 196
Moe Light, Inc. 106
Mulberry Metal Products Inc. 193
Multi Electric Mfg. Inc. 172

N

National Electric Products Corp. 108
National Price Service 167
Newart Mfg. Co. 138
Nikoh Tube Co. 163

O

Okonite Co., The 20, 21

P

Paine Co., The 188
Paranite Wire & Cable Div. Essex Wire Corp. 141
Pass & Seymour, Inc. 123
Peerless Electric Co., The 186
Phelps Dodge Copper Prod. Corp. 41
Plymouth Rubber Co., Inc. Third Cover
Porcelain Products, Inc. 132
Powercraft Corp. 195
Prescolite Mfg. Co., Inc. 22, 23
Progress Mfg. Co., Inc. 139
Pyramid Instrument Corp.
Amprobe Div. 54
Remcon Electrical Wiring Device Div. 155

Q

Quaker Rubber Div. H. K. Porter Co., Inc. 153

R

Recora Co., Inc., The 194
Reliance Automatic Ltg. Co. 126
Republic Steel Corp. 46
Ridge Tool Co., The 150
Rodale Mfg. Co., Inc. 191
Roller-Smith Corp. 15
Rome Cable Corp. 12
Royal Electric Co., Inc. 107
Russell & Stoll Co., Inc. 51

S

Sangamo Electric Co. 16
Sierra Electric Corp. 142
Sorgel Electric Co. 56
Spang Chalfant (Div. of the National Supply Co.) 110
Sperti Faraday, Inc. 140
Square D Co. 4
Steel & Tubes Div. 46
Stonco Electric Products Co. 48

T

Thiel Tool & Engineering Co., Inc. 199
Thomas & Betts Co., The 14
Tomic Sales & Eng. Co. 185
Trade-Wind Motorfans, Inc. 57
Triangle Conduit & Cable Co., Inc. 103
Trine Mfg. Corp. 195
Trippe Mfg. Co. 198

U

Union Insulating Co. 32
United States Rubber Co. 17
Universal Clay Prod. Co., The 148
Universal Mfg. Corp. 105

V

Versen Co., Kurt 196
Victor Ventilator Div., (The Philip Carey Mfg. Co.) 183
Virden Co., John C. 18, 19

W

Wadsworth Electric Mfg. Co., Inc., The 194
Wagner Malleable Products Co. 174
Weaver Co., J. A. 8
Western Insulated Wire Co. 158
Wheelock Signals Inc. 196
Wiegand Co., Edwin L. 182
Wm. Penn Fluorescent Light Mfg., Co. 164
Williams Products Co., H. E. 102
Wiremold Co., The 152
Wisconsin Clock Co. 200

Y

Youngstown Sheet & Tube Co., The 175

CLASSIFIED ADVERTISING
F. J. Eberle, Business Mgr.
EMPLOYMENT OPPORTUNITIES .. 203

ON a country road in front of a farmhouse we spotted a sign that read "Fresh Eggs Being Laid *Now*".

A few days later as we passed that way again, the sign had been taken down. Curious, we rapped on the farmhouse door and asked the farm wife, how come?

"Well," she explained, "at other farms that sell eggs, the signs read 'Fresh Eggs for Sale' or just 'Fresh Eggs'. Our sign goes a step further and when we put it up so many folks stop to buy our eggs that we have to take the sign down until the hens catch up."

So it is with Plymouth except that we never have to take our sign down. Slipknot Friction Tape is being made constantly. Shipments from the factory to our distributors are processed on the very day of shipping. So specify Slipknot from your wholesaler — *it's always fresh* — just one more reason why Slipknot is the largest selling friction tape in the world!

**Plymouth RUBBER COMPANY, INC.**

*SINCE 1896*

CANTON, MASSACHUSETTS

**Join us at the Ambassador Hotel, Booth 218, Atlantic City, during the NAED Convention, June 10-14**

# WELCOME
# N. A. E. D. Convention!

FUSETRON

TRUSTWORTHY NAMES IN ELECTRICAL PROTECTION

BUSS

## *Here's the BUSS Policy that helps make fuse sales more profitable*

For over 41 years the BUSS wholesaler policy has remained unchanged.

It has weathered two great wars. It has stood the test of time.

It has brought profitable sales to Wholesalers handling BUSS and FUSETRON fuses.

For those who may have forgotten this sound cooperative sales plan, we repeat:

### The BUSS Policy

1. A quality product. BUSS and FUSETRON fuses have won their position of leadership through their outstanding performance in the hands of users.
2. A consistent policy of giving the Wholesaler the best in sales cooperation. Sales leads—Sales campaigns—Sales promotional material.
3. A continuous advertising campaign to inform users about BUSS and FUSETRON fuses and to pave the way to sales for the Wholesaler's salesman.
4. BUSS Representatives to give engineering assistance to the Wholesaler and his men in seeing to it that users get the type fuses they need to protect equipment against damage and the plant against production losses.

In the years ahead when undoubtedly competition will grow stronger and stronger this policy will, in our opinion, continue to prove its value to our friends in the trade.

**Bussmann Mfg. Co.,** Division McGraw Electric Co. **St. Louis 7, Mo.**